

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

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No. 12.

UNIV. OF MO.

MAR 27 1911

GENERA



A manufacturer in our own city consulted us a few years ago as to advertising one of his products. We advised against it.

Quite recently he got in touch with us again, and, recalling his former experience, remarked: "It cost me three thousand dollars before to find out that your advice was good; now I should like some more of it."

Enthusiasm is a good thing, but experience is likewise good—and generally more reliable. In the case referred to we ran counter to this man's inclinations and to our immediate advantage. Very likely the party who cheerfully fell in with the inquirer's wishes told him, by way of solace, that the big agency took no real interest in such accounts, and then proceeded to take the appropriation in—and the appropriator likewise.

The man with a selling problem does not need a looking-glass; he needs honest, intelligent advice. You will find ours of that variety.

Philadelphia

New York

Boston

Chicago

Seven Vital Questions

What is the Circulation of the Wisconsin Agriculturist?

60,000 Guaranteed, Paid in Advance.

How was it obtained?

By our agents: no clubbing offers or premiums. The Wisconsin Agriculturist goes to people who subscribe to it because of its value to them.

How big a percentage show this by renewing their subscription?

Over 82%.

How thoroughly does the Wisconsin Agriculturist cover its field?

It reaches one out of every three farmers in a State where 50% of the people are devoted to agriculture.

What is the editorial strength of the Wisconsin Agriculturist?

It prints everything vital to the success of the farmers of Wisconsin and nowhere else. It is a weekly message of help in solving the problems of making farming a most profitable profession in Wisconsin.

How successful has it been in this respect?

The yearly income of the average farmer of our state is now nearly double the average for the country at large.

How does your advertising rate compare with general mediums?

Altho the Wisconsin Agriculturist offers concentrated selective circulation among the most prosperous class of one of the most prosperous states in the Union, its advertising rate is as low or lower per thousand than the big general mediums.

Address your other questions to

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher

Geo. W. Herbert,
Western Representative,
First Nat. Bank Bldg., Chicago.

Racine, Wisconsin

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

Member Standard Farm Paper Association.

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Table of Contents on Page 126



Success in School Advertising

depends on the recognition of well-established principles. Simple as these principles are, their observance is absolutely necessary to satisfactory publicity:—

Appropriate a certain amount of money for advertising. Figure this expenditure as you figure the salary of your best teacher—a service you cannot do without. **Plan your campaign.** Make it adequate. Select your mediums with infinite care.

Know why every publication you use holds a place on your list, and see that every inquiry from your advertising is followed up.

Make your copy comprehensive, plain and definite. Make it **fit your school.** Let it be characteristic of you and your institution.

Use some copy—though it be small—every month in the year. Talk in biggest space when there are most listening, and so more talking—in June, July and August—but keep at least the name of your School before your public all the time, or your old scholars will forget you and chance possibilities never know of your existence.

Parents do not choose a school in a day. The fact that their children will need one is present from the first. Thoughtful people take time to decide such matters. The most successful schools of to-day began to advertise in SCRIBNER'S MAGAZINE years ago for pupils for to-day—to-day these same schools are advertising for to-morrow. Many new schools are added to Scribner's list each year. It is a rare exception when an old one drops out.

Good, persistent publicity is **the one sure way** for a new school to get pupils.

New mediums are offering schools advertising inducements without end. SCRIBNER offers simply the **fitness of its circulation** for such publicity and the company of practically all the most successful schools in the country.

of ideas comes forward, for we are interested in conservation. Our attention from direct becomes derived. It is intensified by the force of our interest in the subject of conservation. For the moment it is a vastly stronger attention than can possibly be aroused directly.

For the moment, I say, and I want to emphasize that, for right there is the danger of the so-

from our knowledge of the great general is brought to bear upon the page. It is reinforced by a picture in colors. Next, the eye takes in the line: "Napoleon Flour Can Generally Be Had at All Retail Grocers." The attention we have been at so much pains and expense to derive is shot to pieces right there. We are informed that "Bread, biscuits, rolls and pastry are absolutely the best when made from NAPOLEON." From the sublime to the commonplace indeed, with a touch of the ridiculous! Do you see the danger of derived attention when you haven't the means of sustaining it?

Another point worth emphasizing is this, that it is easy to derive attention *away* from your goods, and you may have difficulty in getting it back. No doubt all of us remember that ad which read, "A Message from Mars: Send us up some —." But how many can remember what was to be sent? I have forgotten.

The attention was derived all right, and the ad got the attention to the exclusion of everything else on the page with it; probably no reader missed it. But the attention was derived from a source so foreign to the product that there was no obvious connection between them.

To sum up: Derived attention is more intense than direct attention, and it stays longer in the memory, but it needs continual stimulation to sustain it.

In making a choice of the kind of attention to be attracted, the class of people you are to reach is important. Derived attention will appeal only to the more educated classes, to people of higher tastes. Direct attention is not thus limited. We might almost call derived attention "intensive attention," because it belongs to the advertising of those goods which are limited in their appeal to the educated and the refined. It is easy to see why this is true, for the more ideas a man has the easier it is to arouse his interest by alluding to matters of a timely nature. When this principle is better understood I think

175 THE AMERICAN MAGAZINE



CONSERVATION

THE saving not only of national, but of personal resources is important.

Your greatest resource is health and the conservation of your health includes the preservation of your teeth by the regular use of such a dentifrice as

COLGATE'S
RIBBON DENTAL CREAM

Cleans—preserves—polishes deliciously and antiseptically.

Different from other dentifrices in its delightful flavor and double efficiency. Not only a germ-destroyer, killing decay germs when you use it, but also so highly antiseptic that it keeps the mouth in that sweet, clean, no-odor condition that constitutes good health.

Delicious—Efficient

Colgate's is the antiseptic, anti-oxid cream, delicious with-out the presence of sugar, efficient without "grit," and all that is beneficial without any irritating effect. The dentifrice which proves that a "healthy" dent is but necessary to efficiency.

You too should join this conservation movement for "Good Teeth—Good Health."

42 Junes of Cream in Trial Tube for 5 Cents

COLGATE & CO. (INC.), Dept. K, 130 Fulton St., New York.
Makers of the famous Colgate's Brilliant Tooth Paste, Perfume and Toilet Products.

Write for literature please. Illustration: The American Museum.

ILLUSTRATION E.

called "timely ad"; the compensatory drawback in the use of derived attention. For derived attention cannot be sustained for more than a few seconds of time. It must be continually stimulated by fresh appeals if you are to sustain it. Is the connection between conservation and Ribbon Dental Cream plausible enough to keep the attention from wandering under the distraction of the ad on the opposite page? That is the question, and it is not easy to answer.

Take as another example of derived attention a certain big color ad for Napoleon flour, one-third of which is devoted to a reproduction of the painting "Napoleon at Leipzig!" Attention derived

we will come to a little different division of our campaigns. Instead of having simply magazine copy and newspaper copy we shall have two divisions of each, which you may call, if you like, direct and derived magazine or newspaper copy; the one to reach the wage-earners and the other for the salaried and professional men. When we try to reach all classes of readers with the same copy we must necessarily fit the

into so much for getting attention, so much for creating desire, so much for getting action. The most prominent feature of the ad is what awakens attention, no doubt, but every line of type and every bit of white space helps keep it awake. How much of the R. H. Stearns ad (F) is devoted to attention getting? Only the last half of the last line in it may be classed as exclusively devoted to attracting attention, yet that

line probably would not be seen until it was too late to do any "attracting" to the ad. Yet it does have attention value, would have it if it were only a quarter-page instead of the full.

Attention value isn't confined to the headlines, nor to the illustrations. It is the ad as a whole which attracts or repels or goes unnoticed. You cannot afford to depend upon a striking headline to keep up attention against competition.

The Chicago Advertising Association was told the other day that it could profitably use some of the teaching of "The Passing of the Third Floor back," by Allen Thomas, a member of Mr. Forbes-Robertson's company.

The Business Men's League of Montgomery, Ala., is planning to advertise the city. W. Clendennin, of St. Louis, was recently asked to address the league on the matter.

That advertisers may measure the efficiency of a given advertisement through the application of psychological and other laws was the statement made by Prof. R. S. Butler, of the University of Wisconsin, in his address to the Milwaukee Advertisers' Club, March 8.

Wash Dress Goods
Black, Blue, Grey, Brown, Tan, etc.
15c

Hosiery
Black, Blue, Grey, Brown, Tan, etc.
30c

Gloves
Black, Blue, Grey, Brown, Tan, etc.
1.10

Scrim Curtains
Black, Blue, Grey, Brown, Tan, etc.
1.10

Silk Petticoats
Black, Blue, Grey, Brown, Tan, etc.
3.75

Blankets
Black, Blue, Grey, Brown, Tan, etc.
1.10

Men's Shirts and Ties
Black, Blue, Grey, Brown, Tan, etc.
1.10

Muslin Underwear
High-Grade Domestic Underwear suitable for all ages and seasons and in every large variety to please.
1.10

Made in Paris
GOWNS and **WAISTS**
Black, Blue, Grey, Brown, Tan, etc.
1.10

Afternoon Dresses
Black, Blue, Grey, Brown, Tan, etc.
1.10

An Opportunity on Most Desirable Goods TO SAVE ON EACH PIECE FROM \$10 TO \$400.

NEW FOULARD SILKS
Black, Blue, Grey, Brown, Tan, etc.
1.10

White Batista Silks
Black, Blue, Grey, Brown, Tan, etc.
1.10

White Goods
Black, Blue, Grey, Brown, Tan, etc.
1.10

Hamburgs
Black, Blue, Grey, Brown, Tan, etc.
1.10

Infants' and Children's Wear
Black, Blue, Grey, Brown, Tan, etc.
1.10

Misses' Wear
Black, Blue, Grey, Brown, Tan, etc.
1.10

VALENTINES
IN THE TOP SHIP

R. H. STEARNS & COMPANY
Cor. Tremont St. and Temple Place, Boston, Mass. Cor. Common St. and Tenth Avenue, Albany

ILLUSTRATION F.

copy to the understanding of the least educated man we wish to reach, which means that we do not get the attention of many at the other end of the scale.

How much space, proportionally, shall we allow for the purpose of attracting the attention? I have been searching for the answer to that question for some time, and I believe that the answer is: All of it. I do not believe that you can take a piece of white paper and rule it off

DOES THE FIXED APPROPRIATION INVITE ADVERTISING FAILURE?

A PLEA THAT DANGER LIES IN A PREDETERMINED SUM AND A FIXED PERIOD FOR ADVERTISING—WHAT SHOULD ENTER INTO THE ESTIMATE OF EXPENDITURES—ELEMENTS THAT MAKE FOR ELASTICITY.

By Chas. A. Jones.

In my capacity as advertising counselor I was queried recently by a manufacturer who desired to stimulate the sales of a trade-marked article in New England, and asked me the good old question, "How much will it cost?"

The preliminary disposition of this inquiry I thought might interest PRINTERS' INK's readers as tending to shed a little light on what should be the basis of the amount of an advertising appropriation. It is far too usual for the good of the business to determine the size of an appropriation from the cost of a specified campaign in a selected form of advertising media, which I look upon as a putting of the horse behind the cart.

I said to my client: "Before giving you an answer to your question I will require certain statistics from you and I want to particularly caution you that in the preparation of these statistics will depend a correct solution of your problem.

"First, out of your years of experience and close personal knowledge of your proposition, you will range in your mind's eye 1,000 average New England families and you will inform me what is the per capita consumption of this class of goods.

"You will then tell me the division of this trade among the different brands in this line. Then you will tell me the length of time that these different forms have been intrenched in this field.

"Next we shall consider the selling price to the consumer and the jobbing conditions on each of them.

"From this we may determine the target at which we are aiming.

"From the reasonable trade possibilities thus estimated an intelligent basis may be reached as to a proper appropriation based on a unit of 1,000 consumers.

"The distribution of that appropriation among the different classes of advertising media will be our next step."

At first my manufacturer friend proposed to give me the information for which I asked, but, after investigation, was forced to admit that at best he could only approximate, and that those approximates would vary in different localities.

He was then mentally prepared to realize the fatal mistake that may be made through the inelasticity of advertising appropriations and advertising plans.

To set a given sum of expenditure to be reached, but not exceeded; to fix a predetermined period during which to spend it and an unalterable character and list of media to be employed are some of the follies that spell lost opportunity to the advertiser.

The fixed appropriation, the predetermined period of time and the unalterable method is the lazy man's way of advertising.

CHICAGO AD MEN PLAN GRILLING.

Chicago advertising men are getting flamboyant announcements of the fifth annual banquet of the Atlas Club, to be given in the gold room of the Congress Hotel on the evening of March 31. The banquet will, as usual, have a "Gridiron Club" entertainment as its main feature, with local advertising campaigns, methods and men coming in for a generous grilling. Forty-seven local advertising men are already scheduled to appear in the show.

Arrangements are in the hands of the governing board of the Atlas Club, which comprises the following: President, John A. Dickson, western manager, *Youth's Companion*; vice-president, Walter Muller, advertising manager, B. Kuppenheimer & Co.; secretary, Harry Jenkins, advertising manager, The Cable Company; treasurer, Fred H. Tracht, advertising manager, University of Chicago Press; Louis Bruch, advertising manager, American Radiator Company; A. D. White, advertising manager, Swift & Co., and William M. Shirley, of The Shirley Press.

"First Aid To Advertisers"

SELLING PLANS

We look upon newspaper space as a raw product that may be fashioned into the most powerful sales-producing force.

It is what goes into the space and the dealer work ordinated with it that determines the ultimate value to the advertiser.

Many firms wish to employ newspaper space in selling their goods. They seek information as to the best method of doing this.

We sell newspaper space in The Mathews List of leading New England daily papers.

The number of cities is twenty-eight and the population, city and suburban, a little over 2,000,000.

To firms who start their newspaper advertising in this list we offer service of co-operation in the preparation of advertising and selling plans, and special trade work.

Some Recent Mathews List Campaigns

A leading firearms manufacturer; an infants' food; a high grade banking house; a line of veterinary remedies; an upholstery article; a children's remedy; a number of mail order propositions; several proprietary remedies; rubber shoes; a food product; hosiery; shoes, etc.; firm dealing in high class securities.

The service may be employed to advantage by any manufacturer or distributor of trade marked goods sold through retail stores. Much of the work is done in co-operation with reliable advertising agents.

The size of campaigns may vary from a few hundred dollars for a try-out to several thousand dollars for a complete campaign.

In the event that you are seeking more sales in New England, address the

BUSINESS PROMOTION DEPARTMENT

The Julius Mathews Special Agency

2 BEACON STREET, BOSTON

CHICAGO

NEW YORK

WINNING THE LONG SIEGE FOR MORE NEW ENGLAND ADVERTISING.

STORY OF AN EMPLOYEE WHO RISKED HIS OWN CASH TO DEMONSTRATE THE POWER OF ADVERTISING WHERE OTHER METHODS FAILED—THE LONG CREATIVE EFFORT OF ADVERTISING MEN—WHAT NEW ENGLAND AGENTS SAY.

By Raymond W. Gage.

The story is told of an ambitious magazine representative who gained entrance to the inner office of a great textile concern near Boston. He laid a plan for advertising before the directors and analyzed the market possibilities. The directors shook their heads and put the plans carefully away in the file of "things we'd like to do but can't."

The general manager of the concern, however, could not get the idea out of his head that perhaps the mill's goods might be advertised profitably. He well enough knew that it would require more than an argument of words to convince the directors.

He determined to risk \$9,000 of his own upon an advertising venture. If he should lose he would personally pocket the loss. If he should win he would ask the directors to reimburse him.

What should be the subject of this interesting and, to the mill, unprecedented experiment? He explored the buildings. In one of them he found thousands of yards of cloth, made after a weave which, because of its novelty, had three or four years before taken the fancy of the directors. Special looms had been built to make this special weave and a sizable initial stock had been manufactured. The cloth had fallen flat as a commodity. Its novelty was not strong enough to find it a place in the stores—the jobbers took care of that.

The machines and the first stock had been stowed away, charged off the books, as it were, by the concern, and as assets were regarded as negligible.

The general manager dug into

the records and discovered that the process of weaving brought out a cloth that had several distinctive features. So this, he determined, should be the subject of the advertising trial.

He put himself into touch with a reliable agency and with the representatives of some of the women's periodicals. He then made arrangements for such new merchandising methods as the advertising called for.

He said later that he was expecting to find that he had bid a lasting farewell to that \$9,000. But within four months the demand had absorbed the stock that had been lying idle for several years. The looms that had been specially built were taken out of their retirement and set in operation in a vain endeavor to catch up with the orders. In eight months the one-time neglected weave had sprung into a commanding position among the textiles put out by those mills. New looms, after the former pattern, were built and hastily installed.

This kind of argument convinced the directors. The whole business speedily felt the new influence, which resulted in a slow changing of front on the part of the entire business.

This is a fair example of the manner in which New England industries are being modernized. No one factor can claim credit for having awakened New Englanders to the requirements of real national selling, but the history of advertising knows nothing more patiently persistent and indefatigable than the long siege of New England advertising men and newspaper and magazine representatives, to bring manufacturers to see the bigger market, the positive selling effect of good advertising.

For years they have patiently gone ahead preaching the advertising doctrine. Magazines wisely did not expect to derive immediate results from the establishment of a Boston office. As one publisher puts it, "our New England man is giving one-fourth of his time to me and three-fourths to general missionary work." This

cumulative work has been having its effect.

Conditions in New England have been fundamentally different from those in the newer communities to the West. In the West business enterprises were at liberty to start with a thoroughly modern organization. But in New England most of the manufacturing houses had roots penetrating deep into the past. Every New England business house, only a few years ago, was bound by traditions and trade customs that had descended from father to son, perhaps for several generations. Their merchandising methods had become fixed, and the conservative New Englander had little inclination to throw over his elaborate machinery of distribution at the behest of the first half-dozen plausible advocates of new methods that happened along.

Henry Wilson, veteran advertising manager of the *Cosmopolitan*, voiced the sentiments of his fellow workers in the periodical field. "We could not in reason have expected New England to develop into a flourishing region of advertisers over night," he said. "Only the brash would have hoped to change the conservatism of New England into Western onwardness without a long and arduous campaign. What Scotland is to the rest of Europe, New England is to the rest of the United States—shrewd, canny, slow to adopt revolutionary ideas, but, once having seen the truth in the form of actual results in their own territory, efficient in pushing new methods to their logical conclusions. Now that New England has made up its mind about the matter, you may look for such a trying out of advertising as has never been surpassed before.

"Draw a line on the map north and south through Buffalo. About sixty per cent of the advertisements in the weeklies come from a region to the west of that line. About sixty per cent of the advertisements in the monthlies come from a region east of that line. What does that mean? Why,

that the New Englander, who has considerable representation in the magazines, is not in such a hurry to make a turn-over as his Western contemporary. The Westerner, without any chains binding him to a past, progressive, alert and decisive, wants quick action and so he takes to the weeklies as well as to the monthlies. The New Englander conservatively testing the advertising method thinks once a month sufficient.

"The outlook is very bright. A year ago I hazarded a prophecy, in an address at an Ohio advertising dinner, that the first part of 1911 would be somewhat below high tide, but that the latter part would see such a rise of national advertising as we have never seen before in this country.

"I have no reason to change my mind now that 1911 is partly gone. Indeed I am strengthened in my optimism, for in the last thirty days I have come into contact with more new national advertising accounts than in any other thirty days in twenty-five years. New England is contributing its quota to this new showing.

"It has been bitter for the progressive men in New England to see its supremacy first in this line and then in that slip away to other sections. It has watched its shoe trade drift to St. Louis and Cincinnati; its textile business, much of it, to the South; and, the keenest thrust of all, its skilled workmen drafted, because of their training under a careful apprenticeship system, to Western cities. In the watch industry alone at Elgin, Ill., and elsewhere, in which New England once was the leading producer, between fifty and sixty per cent of the workmen are New England-trained.

"Another interesting feature about this New England revival is that it is ringing the doom of the jobber and the middleman. The jobber in times past, because of the mental attitude of the New Englander toward methods of distribution, has seemed as firmly planted as Plymouth Rock itself. New England, like the

rest of the manufacturing community, must soon deal directly with the retail trade, or at least dispense with the middleman who has so long charged such a high price for acting merely as an intermediary."

VIEWS OF NEW ENGLAND ADVERTISING AGENTS.

A canvass of many of the leading advertising agencies of Boston shows an enthusiastic and optimistic feeling as regards business in New England. Many new accounts have been developed and many old advertisers have increased their appropriations.

Mr. Putnam, of Wood, Putnam & Wood, Boston, states:

"There is a tendency in many New England industries not before advertised, to take up publicity. New England manufacturers are waking up to the slogan of the Pilgrim Publicity Association: 'New England Quality,' and are testing 'New England Quality' of brain work in the publicity end of their business for mutual advantage."

Mr. Ellis of the A. W. Ellis Agency, is enthusiastic over prospects for 1911 in New England. He says:

"I am in touch with several concerns that are considering publicity, people who have never spent a dollar in this direction."

H. B. Humphrey, of the H. B. Humphrey Company, sums up the New England situation as follows:

"The growth in New England advertising during 1910, though not tremendous, was healthful, and I can say without the shadow of a doubt that within the next five years the advertising growth in New England will compare favorably with that in any other section of the country."

"The biggest developments in advertising in the New England field this coming year will be in the textile and paper trade," says Perry Walton of the Walton Advertising and Printing Company.

"The action of the American Woolen Company and the Arlington Mills in placing large contracts for standardizing their

goods has aroused the interest of every textile mill in New England. In the paper field, the success of two leading makers of book and catalogue paper has excited the envy of two or three other mills and it is not unlikely that some of the best known makers of specialty papers will begin advertising before 1911 is over."

H. F. Barber, of the J. W. Barber Agency, says:

"Although prices have advanced on raw materials to a certain extent so that certain manufacturers have deemed it advisable to cut down their appropriations, there are very healthy signs of increased business for the coming year. New England manufacturers are showing unmistakable evidence of an increased appreciation of the value of publicity and this agency has assisted in developing within the last few months a number of accounts which were previously either unknown and distinctly local in character or inconsiderable in volume."

"It looks as though 1911 would be a year of increased vigor on the part of those already in the field, and that a great many new accounts are already in sight."

E. J. Goulston, of the Ernest J. Goulston Advertising Agency, says: "Even the most unprogressive are beginning to realize that advertising is to-day as necessary a part of their business as the sales or accounting departments. We are endeavoring to impress manufacturers that the trade-mark product of to-day means an inheritance, and an asset to the generations to come."

"This agency has specialized on the possibilities of the New England market for manufacturers all over the country. We have a field here more densely populated than almost any section of the country, and the wealth of the New England states per capita is a known fact. It is an easy market in which to distribute goods, as there are no long jumps for salesmen, and Western manufacturers are beginning to realize that trial campaigns have more chances of success in New England than any other section."

PROGRESSIVE NEW ENGLAND BANK ADVERTISING.

MODERN IDEAS IN PUBLICITY INCREASE DEPOSITS OF FIRST NATIONAL OF BOSTON BY \$5,000,000 IN TWO MONTHS—OTHER EXAMPLES.

The generally progressive character of bank advertising in New England is illustrated by recent examples in Boston papers. Those of the First National Bank, of Boston, are perhaps the more notable, as departing farthest from financial statements of conditions and the names of officers. Under the guiding pen of Henry L. Mann, the bank has undertaken to do a little elementary education of the public in regard to banking, as well as to the bank itself, very elementary, very short and simple, but altogether in the direction of human interest and the cultivation of confidence. It does not neglect the necessary financial statement but it makes this occasional instead

In Choosing

a bank your decision should be based on a close study of all the important factors: its Capital, Surplus and Undivided Profits—its Assets—its Policy—its Board of Directors. ¶ In all these essential requirements the First National Bank furnishes a long and well-established record.

The First National Bank of Boston

70 Federal Street

BANK COPY THAT TELLS SOMETHING.

of constant. Largely in consequence of this policy, the bank has increased its loans from some \$61,000,000 to \$66,000,000, a matter of \$5,000,000 within the past two months, an increase of more than eight per cent.

Mr. Mann, who is responsible for the advertising, is a graduate of Williams College, and of Boston University, '03, and has been connected with the International Trust Company, Gay &

Sturgis, and Massachusetts Title Insurance Company, of Boston, and has also had some newspaper experience.

Other users of large space in the daily newspapers to tell their story are the Exchange Trust Company, the Old Colony Trust Company and the National Shawmut Bank, all of Boston. Most of the advertisements are confined

Property

as represented by valuable papers is never secure unless placed in a fire and burglar proof Safe Deposit box such as can be found in the modern steel vaults at the

First National Bank of Boston

70 Federal Street

Draw from \$10 a year upwards.

ANOTHER OF THE SERIES.

to figures, but these are made sufficiently large by the amount of space taken to be impressive by themselves or have certain features, such as loans and deposits, made conspicuous by being put in black-face type. They are, at all events, a departure from the conservative card, and indicate a tendency toward explanation.

The Exchange Trust Company is doing something a little more in the line of the First National Bank, bringing out the conception of banking service to patrons, as "something away and beyond the mere assurance that your funds are safe when deposited with our company." This would be modern advertising in any field.

E. H. WATSON JOINS "PEOPLE'S HOME JOURNAL."

E. H. Watson has resigned from the Munsey organization to join the advertising department of the *People's Home Journal*.

Mr. Watson has had considerable experience in both agency work and the magazine field and is expected to be of much assistance to the advertising manager of the *People's Home Journal*, Joseph A. Moore, in further developing that magazine field, which lies, as known, chiefly among the towns of 10,000 and below.

try. This member of the firm is certain that the success of a large department store depends upon its getting more deeply into the real life of its public and not merely being content with dealing with its merchandising side. The firm had to refuse offers of political positions of prominence and made its disinterestedness entirely clear to all.

Thus, through its advertising editorials, it came to be accepted as an influential center of opinion as well as merchandise, and so by this powerful, even though indirect route, very strong confidence was built up for its goods. Its owners were proved to be not mere merchandise-vending machines, but citizens recognizing their relation to the whole social fabric.

"INVITATION DAY" A PUBLICITY SCHEME.

As a novel publicity scheme, the idea of "Invitation Day," observed in California on March 1, deserves notice. About four million post cards, four and a half by seven inches, were prepared each bearing one of a selection of the most attractive and typical views of California. Fifty sections of the State were represented in these views and the postals were apportioned to the different districts, to be distributed on March 1.

The invitation read as follows:

California wants people like you. Now's your chance to come out here. We've got sunshine and green grass and wild flowers, right now, and all the comforts of an ideal home to offer you. You'll like it here all right. There are special low rates on the Southern Pacific beginning March 10 and in force till April 10. Ask your ticket agent. No excuse now for not coming to see us and the things we're proud of. Perhaps you don't believe what we say about our climate and State. Come and see for yourself. We'll make good every way. Come on!

Under each picture appeared the legend: "If you want to know more about California, read the *Sunset Magazine*."

The people on the appointed day besieged the offices of distribution, affixed the necessary postage to the cards and sent them flying to the places where they would do the most good. *Sunset Magazine* thus secured the co-operation of the equivalent of four million people each inviting a distant friend to come to California and also to find out more about California by reading *Sunset*.

ADMEN INDULGE IN FEAST OF REASON—OTHER THINGS ON THE SIDE.

Don Seitz, of the New York *World*, addressed an audience of 270 persons at the March monthly dinner of the Grand Rapids Advertisers Club on the subject, "Making a Customer."

"Advertise your business to the people and create a standing constituency," he said. "John Wanamaker does this. His central thought is to impress people with the comfort of his store. He provides concerts and amusement for the people while they shop in his great establishment. He has built up an enormous trade without pressure on his selling force."

"The successful newspaper bases its success on the good will of the people and cannot successfully pervert the public. And neither can the advertiser. Plain announcements in the daily press with plain figures of fact will do more to bring the shopper to your store than any other medium of advertising."

F. H. Ralsten, Western manager of the "Butterick Trio," at Chicago, gave a speech having to do with the focal commercial conditions of Grand Rapids and its advertisers. He made a strong plea for trade-marked furniture, saying that Grand Rapids suffered through misrepresentation by dealers selling inferior lines as a local product.

"Make high-grade goods, make art goods, create style, and then put your trade-mark on them," he advised.

Dr. J. T. Thomas, speaking on "Co-operation in Business," pointed out that co-operation is characteristic of the age.

Carroll F. Sweet was toastmaster of the evening.

CARE IN ADVERTISING.

"If there is any business in the world that demands originality, it is advertising," said Albert L. Green, advertising director of the Boston store, in Milwaukee, in a talk to the advertising class at Marquette University, Milwaukee, recently.

"An advertising campaign of a big store must fit the business just as accurately as a mechanical piano-player fits the piano. If the manager depends entirely on the machine to do the work he will be woefully disappointed. If he wants the proper results he will have to give close attention to the operation of the machine, working the pedals at the proper instant, regulating the time and expression to fit the conditions."

WASHBURN-CROSBY ADVERTISING GIVES PREACHER A TEXT.

A Brooklyn preacher recently took his text from the Washburn-Crosby Company's advertising of "Gold Medal Flour." "Eventually you must accept the Master," he told his congregation. "Why not now?" He held up before the audience a copy of the flour ad to illustrate.

Primer points which every advertiser ought to ask every publisher

7

Have you any proof of your readers' loyalty?

Proof of subscription renewals—76 per cent.—a percentage so high that it seems incredible to men who know circulation problems.

Expressions of reader-loyalty like these:

"We have Good Housekeeping in our magazine club, but as I wish to own it exclusively I am subscribing for it."

"My home lies close to my heart, and I aim to keep in touch with all that ennobles, beautifies and adorns it. I would be sorry to miss one number."

That this loyalty extends to the advertising section is not fanciful claim but true fact. Out of our long list of advertising successes we have some interesting proof to place at your finger tips.

There is no waste to this circulation

GOOD HOUSEKEEPING MAGAZINE

The Largest Class Publication in Any Field

"WHY WE ADVERTISED A TWENTY-DOLLAR HAT."

REPUTATION BOOSTED FOR ENTIRE
LINE OF HATS—LAW OF ASSOCIA-
TION INVOKED—"PLEASURE" SALES
—THE ANALOGY OF THE PANAMA
HAT.

By Wallis Boileau,

General Manager, Henry H. Roelofs
& Co. (Hats), Philadelphia.

"To the pure all things are pure," so also may it be said that "to the set all things are *set*"; otherwise there would be less bulging of eyes when something radically different or entirely new is launched by the enterprising and ambitious.

It is really astonishing how any departure from the ordinary startles the average citizen, and it matters not how quickly the discerning few may understand the practicability of an innovation, it takes a long time for the good old A. C. to see any side of it except its apparent uselessness or extravagance.

The advertising of a man's twenty-dollar felt hat by Henry H. Roelofs & Co. is a case in point.

The average citizen, of course, objected to it, could see no use for it and predicted dire failure as far as selling it was concerned. As a matter of fact, his entire objection was based upon the reasoning that, as he had lived thus and so many years and had always been able to buy as good a hat as he wanted, for two or three dollars, he couldn't see why *anybody* should pay more.

It is safe to say that his represented that average mental architecture which is calculated to build everything on a bias, but, he overlooked the fact that our plans and specifications were not intended for him.

We had three clearly defined reasons for advertising such an unusual hat:

First, we wanted to emphasize to the world at large, that Roelofs made the *finest hats to be had anywhere*. (We had been making these hats for four years for a limited clientele.) Many people

believed there were no better hats than Roelofs', although they reached that conclusion by comparing only our lower-priced hats with those of other makes.

We believed the association of the "Highest priced hat in the World" with the name of Roelofs in national advertising would uplift Roelofs' *entire* line in the minds of both merchant and consumer and connect the thought of *special value* with *every other grade* of our product, which of course includes the popular-priced goods.

Second, we wanted our general-line customers to secure the advertising benefits which would surely come from having these unusual hats. We believed that such an *uncommon* article, if shown in their windows and stores, would prove of immense value in attracting general attention to their stores for *all kinds of good merchandise*. (This has been definitely proven to be even better than we anticipated.)

To directly benefit our customers, as well as to show the public that these magnificent hats were not only made and advertised *but sold*, we inserted in our ads the names of over fifty prominent merchants who had them in stock and were selling them. (See copy of ad herewith.)

Third, was the working out of a personal "hunch," which will be explained later.

The first and second considerations require no especial perspicuity to understand, especially by the readers of PRINTERS' INK, therefore nothing further need be said about them excepting that the first is working nicely and the second has already made good as previously noted.

Our "hunch" was based upon the fact that all purchases in this world, excepting of the bare necessities of life, are made *for pleasure*, and that there can be but one of two limits to any selling price (consistent, of course, with fair values given), and they are—a man's pocketbook or the pleasure imparted by ownership.

Take a hat as an example to prove this:

Let fifty cents represent the cheapest hat obtainable, and assume, as must be done, that it's a complete and sufficient head covering.

Who buys it?

Only those who must do so through necessity.

Now start up the scale and take the man who pays \$1.00 for his hat:

Why does he do it?

1. Because he has \$1.00 which he can afford to spend for a hat.

2. Because he feels that there is to him fifty cents' worth, at least, of increased pleasure in wearing it.

Now the man who pays \$2.00, \$3.00, \$4.00, \$5.00, \$10.00 or \$20.00 for a hat has only the same reason or excuse for spending the difference between fifty cents and the amount he *does* pay, and it is primarily because he *can* that he does. Of course, the proper display of *fine goods* and good salesmanship are necessary to stimulate desire.

The fact is, that *ability to pay* more incites in each individual when he sees unusual style or value, a *pleasurable anticipation* of ownership and that pleasure increases in exact proportion to the expenditure necessary to acquire anything better than an actual necessity or, keeping the hat in mind



THE hat the Pullman porter singles out admiringly, brushes tenderly and surrenders reluctantly is the *superfine*

Roelofs "Smile" Hat

The Highest-Priced Soft
Hat In The World
Twenty Dollars

Worth \$20., in its incomparable style—worth \$20., in its refinement of color, and the *uncommon "fit"* of the felt—worth \$20., in the intimate sense of personal satisfaction that comes from possessing "the last word" in hat luxury

Four times as good as any *five-dollar* hat made—more than *three times* as good as any *ten dollar* hat made—put through *three times* the handling of the ordinary "hat of commerce." Made of 100% pure belly *beaver fur*, worth over \$10. per pound. Ivory-smooth of nap. *Soft to the eye. Satin to the touch.* Other Roelofs "SMILE" Hats (Soft) sell at \$4, \$5, \$6, \$7, \$8, \$10, \$12 and \$15.

Roelofs "SMILE" Hats (Derbies) sell at \$4, \$5, \$6, \$7, \$8 and \$10
The *Twenty-Dollar Roelofs "SMILE"* Hat and all the others are sold by the following upper-class retailers:

Albany, Ohio	J. Kuch & Co.
Birmingham, Ala.	J. C. Adams
Billingham, Mass.	Burkin Cio. & Shoe Co.
Boston, Mass.	W. A. Adams
Brethard, Pa.	Greenwald & Co.
Buffalo, N. Y.	Guth & Sons
Canton, Ohio	The W. E. Hanner Co.
Chicago, Ill.	W. A. Adams
Cleveland, Ohio	Cuppert & Capper
Columbus, Ohio	W. A. Adams
Dayton, Ohio	Geo. F. Sherman
Decatur, Ill.	Lambert Hat House
Des Moines, Iowa	George W. Harris
Evans, Pa.	Frank S. Shaw & Co.
Fort Wayne, Ind.	F. H. Harris & Co.
Frederick, Md.	Arthur Heald
Greenburg, Pa.	R. K. & Co.
Harrisburg, Pa.	Jay Aldrich
Lancaster, Pa.	C. H. Myers & Co.
Los Angeles, Cal.	C. H. Myers & Co.
Memphis, Tenn.	Leidy & Co.
Minneapolis, Minn.	The Minnesota Merc. Co.
New York, N. Y.	Wm. Vogel & Son
Optima, Utah	The Tugger
Philadelphia, Pa.	Over Bros.
Pittsburgh, Pa.	Edw. A. Frothing
Portland, Ore.	Paulson & Son
Portland, Me.	John Satter
Providence, R. I.	Robinson & Co.
Reno, Nev.	Browning, King & Co.
Rochester, N. Y.	Carl Kelly
San Francisco, Cal.	Wm. A. Adams
St. Louis, Mo.	James Patterson
St. Paul, Minn.	W. E. Adams
San Jose, Cal.	W. E. Adams
Seattle, Wash.	W. E. Adams
Spokane, Wash.	W. E. Adams
Springfield, Ohio	W. E. Adams
Tacoma, Wash.	W. E. Adams
Vancouver, B. C.	W. E. Adams
Washington, D. C.	W. E. Adams
Winnipeg, W. Va.	W. E. Adams

HENRY H. ROELOFS & CO.

Sole Makers

Brown and 13th Streets, Philadelphia, Pa.

as it is—write us for "Smile All The World" a small card you would love for the whole family. It's free.

"Smile"

as an example, the original fifty cents' worth.

Now, with this fact firmly established in our minds, as well as a belief that dealers in hats have not enjoyed enough of the benefits which are always resultant from *pleasure* sales, what is more reasonable than that we should have a desire to *supply* that which would give the *extreme* of pleasure as far as hats are concerned, and then tell the world all about it?

Messrs. Sherman & Bryan, our advertising counselors, indorsed the ideas, but very correctly put the question:

"Are you sure you can make that kind of a hat?"

"Sure, we *have* been making it for several years."

"Then one more question: What do you *use* to make the finest hat in the world?"

"There is only one *best* material. We take the fur from the middle of the belly of a beaver skin; use it 100 per cent pure, have the hat made by our most skilled craftsmen, and the result gives the *finest possible* hat in the world, which we have sold at the highest price ever known for a 3½-ounce felt hat."

This was conclusive, so we decided to start our magazine advertising with the most unusual article in

our varied product, and thus far we are satisfied.

We are told (which we do not believe) that, according to statistics, there is but one man in about a thousand who can or will indulge his pleasure sufficiently to "connect," but we are unafraid.

Time will tell, but we haven't lost sight of the fact that there are thousands and thousands of men in this country who don't hesitate to pay from \$25.00 to \$100.00 for a Panama—a doubtful lot of straw at best.

We believe *they* will see and understand.

It may not be amiss to say that he who does buy a Roelofs' 100-per-cent-belly-beaver hat may, because of the growing scarcity of beaver fur, feel prompted to bequeath it to his descendants, as was the custom with beaver hats during the time of the early Puritans, when, by the way, there was a law limiting the ownership of beaver hats to the nobility.

But we venture to say that it will take our old friend, the A. C., a long while to wake up to the practicability of this "pleasure" offering or to understand that there is *always* the man with the price and the inclination to acquire "something different."

NEW ENGLAND POSTER CONTEST.

A prize of \$50 is offered to the winner of the competition for a poster to be used in advertising the Industrial and Educational Exposition of the Boston Chamber of Commerce. This competition is open to any artist or designer in New England under the following conditions:

The size is to be twenty-two inches high, fourteen inches wide. Colors, two or three. Lettering, "Boston Chamber of Commerce, New England Industrial and Educational Exposition. Mechanics Building, Boston, October 2-28, 1911."

The design must be striking, suitable for display at some distance from the eye.

The competition closes April 10. Competitors may submit any number of designs.

All designs should be addressed to the Trade Extension Committee, Boston Chamber of Commerce, Boston, Mass.

The committee reserves the right to use in full or in part any designs submitted, making suitable payment therefor to the designer.

Verse and— Vaseline

We knew that Vaseline had its manifold uses, but it remained for a twelve-year-old Ladies' World reader in Connecticut to mention one more.

"It's good for chickens," she says; and proves it in good, "reason-why" rhyme.

Here is her proof as sent to us:

MY CHICKEN

I had a tiny chicken
That was naked as my hand,
Why she neither grew
nor feathered
I could never understand.

So I spread some grease
upon her
And tended her with care.
Soon the feathers started,
Here, there and every-
where.

She is now a snow-white pullet,
Where once she looked
so mean,
And the grease that made
her handsome
Was Chesebrough's Vaseline.

We will draw a curtain over the outraged feelings of the naked but unashamed pullet.

Little Miss Perley, however, illustrates our contention that everyone in 600,000 homes reads the advertisements in

THE
LADIES' WORLD
NEW YORK

NEW ENGLAND MONUMENTS TO ADVERTISING.

BAKER'S CHOCOLATE, DOUGLAS SHOES AND OTHER NEW ENGLAND HOUSEHOLD WORDS AND THEIR STORY OF SUCCESS THROUGH ADVERTISING — CONSERVATISM AGAINST THE TRADITIONS OF NEW ENGLAND CHARACTER ITSELF.

By Frederick W. Aldred,
Advertising Manager, B. H. Gladding Dry Goods Co., and organizer of Town Criers' Club, Providence, R. I.

The average advertising man eats, sleeps and drinks advertising. Naturally he is enthusiastic about it, and he is often discounted for enthusiasm. The merchant, however, who lives with his product and his environment is perhaps not broad enough to see the effects of judicious publicity upon the very goods he is turning out. To this man, the strongest appeal is, "What has been accomplished by these methods?" What successes can you show due to advertising?"

The man familiar with the business world can relate true stories of successes accomplished by advertising that sound like fairy tales, not a few, but hundreds and thousands, and they are our representative American concerns.

I will tell of the success of a few of the thousands who have built up national reputations through the judicious use of publicity, and as a representative of the Pilgrim Publicity Association, which stands for New England first, last and always, I will limit my trip through Wonderland to New England concerns.

Back in the time of the Pilgrims in 1765, an Irish immigrant started in Dorchester to make chocolate. In 1780 the business was taken over by a Dr. Baker and the house of Walter Baker & Co. has continued from that day to this.

The business developed slowly. There was a gradual natural growth up to 1852, when Baker died. In 1854 Henry L. Pierce became head of the concern and in that year the first advertise-

ment was placed. At first the advertising appeared spasmodically in newspapers, but was gradually increased and the appropriation was larger each succeeding year. The best evidence of the value of this advertising is shown in the customs house imports.

The house of Baker is the largest consumer of raw cocoa in the world. In 1860, about the time their advertising started, the imports of raw cocoa were a little over one million pounds per annum. Last year they were 100 million pounds.

In 1870 the use of cocoa as a breakfast beverage was unknown. This house conceived the idea of advertising this use of the product. You can all see the results of this publicity. Breakfast cocoa, purely a creation of advertising, is to-day a staple household commodity.

When Baker died, his business was worth about \$100,000. To-day the company is capitalized for \$3,000,000, and without a doubt the stock is worth over \$10,000,000, or 100 times the value of the business before advertising was done.

The consumers' demand, made and held by advertising, was the greatest factor in making this concern the largest manufacturer of cocoa and chocolate in the world.

A more recent case in point is the marketing of the Fusible Core Hot Water Bottle of the Walpole Rubber Company in Walpole, Mass. A year ago, it was unknown to dealers and jobbers. It was a case where the real force of an advertising campaign was concentrated upon the trade first, with the result that advance orders were received even before one cent was spent in the publications.

In other words, they began at the bottom of the proposition, got the trade first—explained to them convincingly and clearly what this advertising would mean to them in dollars and cents—and then they knew their advertising would be an investment instead of a gamble.

It is this careful thought and

They Head His List of Fourteen Leading Farm Papers

he is advertising in, is what a nationally known seedsman (name given on request) takes the trouble to write us ---unsolicited---of those unquestioned leaders of the weekly farm press

The ORANGE JUDD WEEKLIES

whose editorial leadership has helped the farmers organize, get better prices, schools, roads, freight rates, rural delivery and facilities for communication. That's why we carry the largest agricultural advertisers, and *general* advertisers, too. They know, by experience, that the 425,000 live farmers---and their families---who make up the subscription list of the Orange Judd Weeklies---are making and spending money for the luxuries, as well as the necessities of life, and purchasing "advertised goods" the same as the city people.

The Orange Judd Weeklies really comprise four sectional farm papers---carefully edited for the localities where they circulate---with the added advantage of being national. *Northwest Farmstead* covers the northwest; *Orange Judd Farmer*, the central west; *American Agriculturist*, the middle and southern states; *New England Homestead*, the New England States. 425,000 circulation, weekly, guaranteed. There is *purchasing power* in this circulation.

ORANGE JUDD COMPANY

Western Offices:
1209 Peoples Gas Bldg., Chicago, Ill.
335 Palace Bldg., Minneapolis, Minn

Headquarters:
315 Fourth Ave.,
New York

Eastern Office:
1-57 W. Worthington Street
Springfield, Mass.

study and planning that measures the difference between success and failure in advertising.

The effect of the prospects of this advertising campaign was that every jobber east of Chicago (something like 8,000) stocked up in the goods at once. Then the advertising started and moved the goods.

Not many years ago a small shoe-dealer in Lowell was selling to his customers a heel made of rubber. He had saved up a few hundred dollars and an advertising agent induced him to part with it. It was the initial campaign of the O'Sullivan Rubber Company; a business based entirely upon the name O'Sullivan. A few weeks ago this same shoe-dealer, Humphrey O'Sullivan, sold a part interest in his business—or rather his name—made famous by advertising, for three-quarters of a million dollars. Hundreds of other businesses have been boosted by publicity, such as the Mellin's Food Company, the George Frost Company, the Winchester Arms Company, whose stock, I am told, pays 140 per cent annually; the Regal and the Douglas Shoe companies, the United Drug Company, an idea conceived eight years ago by a few men—now, with 4,000 stockholders, all dealers and boosters for their goods.

We have all seen the conservative, plodding merchant or manufacturer who knows nought of these successes, who shudders at the tremendous waste of good money. He says we have always done it this way and we always will do it this way. A lecturer the other night was telling of a visit to the Metropolitan Art Museum of New York. Going down the corridor he ran up against an Egyptian mummy. He had lain in the same mummified state, with arms folded, for thousands of years. In that mummy was typified this New England conservatism. The mummy seemed to say, "We have always done it this way and we always will do it this way."

There is the merchant who says, "Yes, yes, I know people put

millions of dollars into printers' ink, but they don't get it back. I have a good trade now, and I've been doing business for forty years, and have always made money. I know my business, young man, and I guess I'll run it all right without taking a chance."

Yes, he'll run it all right, and he'll make money without taking a chance. So would all of our biggest merchants have made money without advertising. William L. Douglas would have run his business successfully without taking a chance, and his shoes might have been sold west as far as South Framingham. Humphrey O'Sullivan would have made money out of his rubber heels without advertising, and would have sold a thousand pairs a month until the competition came and the other advertised heels had driven his from the market. The chance O'Sullivan took eliminated competition and so'd 100,000 pairs a month, and brought him an income of several hundred thousand dollars a year.

The very make-up of New England itself cries out against this conservatism, this anxiety to run along in the old beaten paths. Our thirteen original colonies would have prospered and run along successfully, but we would never have had the United States of America if those sturdy old Pilgrims had not taken a chance!

THE GOVERNMENT AND FRAUDULENT ADVERTISING.

The agent of the Department of Justice who was sent on to New York City early in the year to curb the "get-rich-quick" promoters soon discovered that the only sure winners in the game were the "fiscal agents" who promoted the propositions and the newspapers which printed the advertising. He is said to have asked Washington for authority in his next raids, to arrest the newspaper space-sellers as well as the stock-sellers. The Government was not ready to go so far as this, but is said to have permitted it to become known that it was watching the advertising columns.

John P. Smart, Eastern representative of the *San Antonio Express*, *El Paso Herald* and *Galveston News*, died March 4, in Plainfield, N. J., aged fifty-four years. He was at one time a page in the United States Senate.

Big Summer Circulation for HAMPTON'S

ROBERT W. CHAMBERS has the largest following of any American author. His readers represent the Society and Wealth of the United States. He is the cleverest delineator of the fascinating American woman; the impetuous American man. Mr. Chambers has written for Hampton's a series of six stories full of whimsey, delightful fun and delicious love making. The first story

AMOURETTE, will appear in May, and then there will be another Chambers story in each of the five following issues. This is the Master Work of the Master American Novelist.

HAMPTON'S always has big features, but this series of stories alone will sell thousands and thousands of magazines.

Hampton's Circulation is Now 450,000 Plus

and there is no waste—it's **ALL** eagerly demanded circulation.

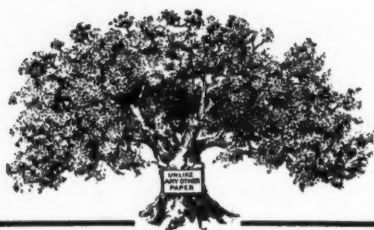
You will get more than you are paying for if you start your advertising in May Hampton's.

SCHOOL ADVERTISERS—Hampton's is an ideal medium to reach the keenest minded, most alert American families. Send for School Booklet and special School rates.

HOWARD P. RUGGLES
Advertising Manager
New York

J. D. Hildreth,
New England Manager,
Old South Bldg.,
Boston, Mass.

F. W. Thurnau,
Western Advertising Manager,
Hartford Bldg.,
Chicago, Ill.



Good Enough to Wire

We received this telegram on March 7:

Chicago, Ills., March 7, 1911.

Farm Journal,
Philadelphia, Pa.

Instructed agency to renew copy in April number. Results most gratifying. Consider the Farm Journal in reaching the farmers equal to the — in reaching the woman of the house. In our opinion Not a publication but an institution with the Farmers. Wishing you all success possible.

V. M. G. & Co.

We wish we had invented the expression,
"We are advertised by our living friends."
It belongs to us, by fitness.

More than 760,000 copies in May which will go to press April 5th.
Please be prompt!

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

THE INS AND OUTS OF SAMPLING.

NECESSARY INTER-RELATION OF SAMPLING AND ADVERTISING IN MANY LINES—HOUSE-TO-HOUSE SAMPLING ON THE INCREASE—SPECIFIC INSTANCES OF SUCCESSFUL SAMPLING—WHAT ONE ANALYSIS DISCLOSED.

By Charles W. Hurd.

I.

In spite of its high favor with manufacturers in several lines, sampling has never entirely gained the good graces of some advertising authorities, chiefly among the agents and publishers. Selective sampling through advertising in magazines and newspapers they are generally willing to commend, and sample distribution through the dealer, perhaps, but for house-to-house sampling, which makes up much the larger part of all sampling, they find no rational, economic excuse whatever.

Now, are the manufacturers who use sampling wrong? Are they old-fashioned? Doesn't sampling *pay*—house-to-house sampling—in comparison with newspaper and magazine advertising?

House-to-house sampling is very far from being, as some incline to believe, on the wane. On the contrary, the practice of it is increasing, particularly in the grocery and drug lines, and promises to increase indefinitely. It grows, in fact, as advertising grows. The more general advertising becomes, the more common the use of sampling in certain lines. When sampling is carried out systematically and painstakingly, advertising undoubtedly shows greater *effectiveness*. There is a link between the two, a seemingly necessary relation. Neither can replace the other in these lines; they are complementary, and each would lose a large part of its value if employed alone.

This view, not to be dogmatic about it, has much theory and practice to support it.

First, as to practice:

No one denies that sampling,

even house-to-house sampling, pays, or may be made to pay for itself; the question is only as to the relative economy of the methods as compared with black-and-white advertising.

Now, many large manufacturers have built up their businesses by sampling, and yet, even after beginning to advertise, have increased their sampling. And they have also increased their advertising. A number of other manufacturers who did so poorly with their advertising that they were in danger of being lost to the advertising field have been restored to commercial health through sampling, and are continuing to sample, and also to advertise. And, lastly, not one important case stands out of any manufacturer who has reached the stature of a national advertiser being willing either to give up sampling or to turn back to sampling only.

Take one case. A national distributor selling a unique trademarked household article of undisputed merit and wide demand had this illuminating experience:

With little or no sampling, but using billboards and tacked signs, and having the co-operation of the dealer as to window and store displays, an average of *three* out of every ten possible customers were obtained. The possible customers were placed at one-seventh of the families in a town, this proportion having been found by experience to be worth while sampling; and the average consumption of the product furnished the other element on which to base an estimate. A certain allowance was also made for customers gained from the unconsidered six-sevenths.

By sampling alone, without billboards or signs, *four* out of ten families became customers.

By resampling an old territory, which had been inadequately sampled months or years before, the number of families turned into regular customers was raised to between *six* and *seven* out of every ten.

And by sampling, billboards, signs, magazine advertising, and

in some instances, newspaper advertising, and other methods, the remarkable total of *eight* and sometimes *nine* out of every ten families was obtained.

With most articles such a record is not possible. It probably will not be possible much longer with the article referred to, for the reason that its phenomenal success has brought out strong competition. But the fall of the *proportion* of sales will not mean a fall in the *amount* of sales, because the character of the market is being rapidly changed by advertising, and more families are available for sampling, and at the same time more and more of the demand is becoming automatic.

In the campaign for this product, the newspapers have been very little used. Once, some years ago, at the solicitation of the advertising agent who handled the account, a trial of the newspapers was made. The agent was given a free hand in the newspapers of a certain town in the East. At the same time the manufacturer sampled a Western town a thousand miles away, using in conjunction the billboards and tacked signs. The sampling was over in a week or two, and good business was being done within a month. At the end of three months, the newspaper campaign in the Eastern town had shown no surprising results, and the agent threw up his hands.

This trial is not necessarily conclusive. A test in two other places might have reversed the verdict. A continuation of the newspaper campaign might have shown signal results in a month or two more. The character of the copy run, or local trade conditions, unusual co-operation in the Western town, and a dozen other factors might explain the difference. But it must be admitted that it places the burden of proof upon the newspapers. And the manufacturer feels that his other experience, gained both before and since this test amply supports his conclusion. Nevertheless, he is willing to be shown, and at this very moment is carrying on a newspaper campaign in

one section of the country which will provide data for further comparison.

Now as to the theory:

The end of all merchandising is, of course, to get to the consumer, and satisfy him. Nobody disputes the obvious fact that the *sample in the hand* and the *explanation in the head* are the ideal combination for getting results. The difference of opinion is, again, wholly in respect to the *relative cost* of the two methods. When cheap samplers are employed, and do not reach the housewife in the right way, the sample does not make an impression. When the sampling is done properly by higher-grade men, the expense mounts—apparently.

But only apparently. The whole question is here, and the explanation. Sampling has begun to come under modern organizing methods; it is being put on an "efficiency" basis.

The cost of the average sampling campaign is generally put at five cents per family; this figure is almost traditional. It may be true yet of many campaigns, but it is not true, or necessarily true, of the biggest campaigns today. Samples can be put into responsible hands in the house accompanied by a few words of explanation at less than five cents per family.

In one case under consideration, that of a large national advertiser, the outside estimate for sampling in towns is never more than three and one-half cents per family, and the cost sometimes drops down even to one and one-half cents. The cost of the sample is one and one-half cents. The success of this concern has been phenomenal.

Now, even with this best kind of an introduction—sample and idea together—at low cost, it is of the greatest advantage, to reinforce the early impression by all other available means—newspaper, magazine, billboard, street cars, tacked signs, window display, store display and dealer's salesmanship. What mediums should be used, and to what extent, are questions affected by the

character of the product, the length of the manufacturer's purse, frequency of "repeats" and possibly other considerations. The fact, however, is sufficiently plain: the interest already inspired by the sample, talk and booklet may be intensified by other appeals and arguments through other channels of approach.

On the other hand, the sample is a powerful incitement to *read the advertising*, notice the signboards, study the window displays. This quality in the sample is valued highly by one of the largest samplers in the country. He feels that he could even better afford to *snare something out* his appropriations for black-and-white publicity or for billboards, if it were necessary, in order to sample properly, than to run his advertising alone without sampling. But he does not find it necessary to do this. The more he advertises and the more he samples, the more valuable his advertising space becomes to him.

and the less he can afford to curtail it.

This, then, appears to be true: that sampling not only introduces the product but it introduces also the advertising much earlier than would otherwise be the case, and thus makes it *more effective*; and that sampling is being rendered *less expensive* by being standardized in accordance with the principles of modern business management.

It would be amusing to talk about the "technique" of sampling if there were not a reason for considering it seriously, even over-seriously, for the moment; if a good many manufacturers had not lost hundreds of thousands of dollars by taking a too-holiday view of the whole sampling proposition. When, in fact, those who believe in sampling and those who do not believe in sampling, are discussing the subject, they have in mind two very different methods. The advertising man opposed to sampling has a

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

vision of the wasteful sampling campaign that failed and the ideal advertising campaign that brought results. The manufacturer, on the other hand, lets his mind run back over his own careful, low-cost sampling that starts the returns in a month's time, and then compares it with some rank advertising failure he recalls.

Sampling does not mean the same thing to the two men, any more than "business" or "advertising" means the same thing. The name sampling covers a multitude of methods, and the methods cannot be studied any too closely.

A certain concern gave away last year samples amounting to \$1,500,000, nearly all in house-to-house sampling. It would make a very big difference in the annual expense whether it cost three, four or five cents to reach the family. The concern realizes it, and accordingly has organized its sampling in the most systematic way.

Practically all of the large manufacturers of laundry soap sample from house to house, and yet some of the worst instances of sample failure are in this line, due to non-use of sampling sense. Many of the cereal food distributors start action in this way, and there have been several bad losses, due to reasons similar to those mentioned.

One very large house put an article on the market several years ago, distributing it through the grocers. It was without competition at the outset and every family was a possible customer. This concern was one of the keenest merchandisers in its line, but it had had no previous experience with sampling. It thought all it had to do was to hire its samplers, train them, start them out with samples, and then tabulate the returns.

It was four years before the house got down to a careful study of the sampling proposition to find out just how effective it was. The business had grown so fast that it had not occurred to it before to find out why it wasn't

growing faster. The house had piled out the samples and piled up the advertising and the sales had piled up in much the same way. Then it inaugurated a test, purely as a matter of good business sense. It sent out crews of samplers under dependable head-men, who were instructed to see that every sample reached a family. The crews were sent into towns that were supposed to have been sampled, and where billboards and small signs had been pretty liberally displayed. They sampled the towns carefully and thoroughly at a cost of less than two and one-half cents per family, exclusive of cost of sample. And as a result of this kind of sampling, the sales in these towns were *more than doubled* within eighteen days.

The result of this experience was that the house simply said:

"What we have been doing for four or five years was *not* sampling. You can call it whatever you please, but it was not what we call sampling, now. We have just begun to sample."

The experience cost the house hundreds of thousands, perhaps millions, of dollars. It is irretrievable. Competition has now come into the field, and has got to be met with sacrifices. The day of easy money has passed. And the reason for the relative loss was that sampling had not been *standardized*. It had not been studied as other parts of the business had been studied. While the concern was holding a microscope over the manufacturing and advertising costs, it was using the good old rule-o'-thumb method in its sampling, and getting only half the results that were waiting for it.

(To be continued)

Conrad Lutz, W. M. Bingham and Louis Conrad, officers of the Correspondence Institute of America, in Scranton, Pa., have been held in \$1,000 bail for trial at the term of the United States Court, which opened March 20, to answer to the charge of using the mails to defraud. The men were arrested last December. The Correspondence Institute of America has no connection with International Correspondence Schools.

WANTED

Advertising Manager by a successful manufacturing concern located in New York City.

The man for the job should have:

Initiative; fertility of ideas, the quality of getting things done.

Ability as a writer; preferably a man with journalistic training; one who knows how to put a keen edge on dull facts.

Merchandising Experience; it will help a lot to have had familiarity with modern selling methods.

Clean Personality; a good record with no outs.

The position offers a good present and a better future, congenial surroundings, and an opportunity to make a reputation. Answers must be by mail only and will be held in strict confidence. State salary expected.

"W. H. J.," care of George Batten Co.,
381 Fourth Ave., New York.

HOW NEWSPAPERS SOLD SECURITIES IN NEW ENGLAND.

A HIGH-GRADE INVESTMENT CAMPAIGN THAT WAS NOT OBSESSED WITH DIGNITY—THE IDEA BEHIND IT—SOME OF THE COPY.

Julius Andrews & Co. of Boston, have just executed a brief newspaper campaign notable for unusually effective copy.

The copy for this campaign was prepared by Mr. A. J. Bean of the advertising department of the Boston News Bureau.

Mr. Bean stated that the copy was prepared along the lines laid down in his recent article in **PRINTERS' INK.**

The principal object of the campaign was to inspire confidence and implant in the mind of the reader that Julius Andrews & Co. are a banking house whose judgment in investment matters is of a high order.

This suggestion was brought forth strongly in the preliminary ad which was in the nature of an announcement of the copy to follow.

All the ads were too large to here reproduce satisfactorily, occupying nearly a quarter of a newspaper page in each case. All the ads were headed "Talks to Investors" and the preliminary announcement read as follows:

ANNOUNCEMENT:

A series of articles on investments by Julius Andrews, of Julius Andrews & Co., Boston, in conjunction with a series of advertisements will appear daily in this paper on this page beginning to-morrow.

Mr. Andrews is a well-known authority on investment matters and his advice is widely sought by investors desiring a maximum income consistent with absolute safety. He was a pioneer in advocating the issuance of securities of high-grade enterprises in small denominations for the benefit of the small investor, which necessity has become generally recognized.

Mr. Andrews is probably the first banker to begin a vigorous campaign of education against the follies of speculation.

This series of articles should be well worth reading. Articles begin to-morrow.

Another object was to make the investor think, by advancing

food for thought in a little different form than is usually put forth in the financial advertising of legitimate propositions. These ideas were less conservative than are usually advertised by banking houses, but Mr. Bean endeavored to counterbalance this by temperate language. The specific securities to be sold were not offered until the last advertisement.

All the talks bore the facsimile signature of Mr. Andrews and prominence was given in each piece of copy to the following sentence: "We deal in such securities as your bank would buy, with protection to its deposits and assurance of a profit."

The substance of these ads is reproduced below.

The campaign was supplemented by a vigorous circularizing of bankers and moneyed people.

The campaign was run in a selected group of New England dailies, the papers selected by the advertiser being those that cater especially to financial advertising.

WHY ARE SAVINGS BANKS NECESSARY?

Because they carefully invest the savings of those who have not the knowledge to invest themselves. This is the great potent reason.

But the small investor is rapidly becoming educated in investing. With the assistance of his banker he is learning to invest in high-grade securities of small denominations, and is learning to study what is back of his security.

In the United States the issuance of high-grade securities in small denominations is comparatively young. Up to within a few years the large railroad and industrial corporations never thought of issuing securities in smaller denominations than \$500. When the St. Paul Railroad was compelled to go to France to sell bonds because of the effects of the 1907 panic and because the small investor had not been educated and cultivated at home, they were told by the French bankers that the bonds must be issued in denominations of \$100. They were issued thus and the humble French peasant furnished the money.

This lesson was a salutary one and our large bankers then clearly saw what they had before failed to grasp, namely, of what enormous economic value it would be if the great masses of intelligent, well-paid people of the United States could be educated to save by giving them an equal opportunity with those of larger means to invest their first \$100.

The result of this education is that

PROVIDENCE is the second largest city in New England, the centre of 500,000 busy people.

The only two-cent papers and the only papers in the city that always publish their circulation are

The Providence Journal

AND

The Evening Bulletin

THE PROVIDENCE JOURNAL is the only morning paper in the city, the home paper of the State.

THE EVENING BULLETIN (circulation over 50,000 copies daily) is one of the largest dailies in the country, with a larger circulation by many thousands than any other paper in New England outside Boston.

The combination rate afforded by Rhode Island's oldest, largest and best newspapers offers advertisers a rare opportunity to reach the most densely populated corner of the country.

New York, Charles H. Eddy, 1 Madison Ave.

Chicago, Charles H. Eddy, 150 Michigan Boulevard.

Boston, L. E. Puller, 1147 Old South Building.

the discriminating small investor now receives a much larger return on his capital than formerly.

Are You Getting the Income You Should on Your Credit?

Do you buy a speculation with an investment possibility

or

Do you buy an investment with a speculative probability?

THINK THIS OVER.

It is a prevalent belief among many that accumulations of wealth have been due to the purchase of something that was a speculation and which afterwards proved great value as an investment. To those familiar with finance this seems, as a general proposition, extremely absurd, but it is a plausible theory and very misleading. Hence the common idea that for a man of modest means to get wealthy he must needs purchase something that sells for a few cents and later sell it for several dollars. Not one stock in one thousand has appreciated to this extent. You may see quoted on the exchanges a few stocks selling for dollars that have at some time sold for cents, but trace their history and you will find that nearly all have at some time undergone reorganization, or assessment, so that the original investment was wiped out. The chance of a person of small means buying a speculation with such a possibility, among the thousands that are offered makes the most reckless gamble look attractive.

GREAT FORTUNES HAVE BEEN BUILT UPON BONA FIDE INVESTMENTS which have enormously increased in value rather than upon speculations which have afterwards proved investments.

I maintain that it is far more reasonable to expect that an investment will develop an unknown value than a speculation.

In the nature of things this must be so. Therefore, I say, if you are looking for a speculative opportunity, look for it in an investment rather than in something where the investment feature is lacking.

Through what channels does the security come which you buy? This is a point that every investor should consider. It is one of the most important things to know. Every investor has a right to know.

To make myself clear let us follow the security from the time it is created until it reaches the ultimate purchaser.

If a concern is in a strong financial position and wishes to raise money either to retire outstanding securities or for any development purpose, it usually has no difficulty in getting some well-established banking house to consider the merits of its proposition and handle the issue. But if there are weaknesses in the financial position of that concern, hidden to the ordinary observer, they necessarily have to go to bankers whose requirements are less exacting.

Now these original bankers who first

handle the security may in a sense be termed wholesalers. That is they disseminate the bonds to retail bond dealers or jobbers, who in turn sell to other small houses and individuals. The individual purchaser has a right to know through what channels come the security he buys.

The retail dealer is, of course, a perfectly proper link in the chain, but the purchaser should know that his security comes through some reliable investment house who have a well-known reputation for sound judgment on investment matters.

It is, of course, impossible for the average investor to study all the various ramifications of the concern's business whose security he intends to buy, which the trained banker is able to do. Therefore, every investor should exercise this important precaution.

Do you keep up to date on your securities?

The property behind all securities is in a constant state of evolution, and the margin of safety is constantly fluctuating. There are, unfortunately, many investors who do not keep up to date on conditions affecting their securities and many losses have been sustained as a result. But it is just as necessary for an investor to know when the margin of safety is increasing, as when it is declining. When an investor buys a security, he should have a well-defined idea as to what he considers an ample margin of safety. If the margin of safety greatly increases, as it often does, causing the security to appreciate, an investor can afford to sell, take profits, and reinvest. I do not wish to minimize, in any way, the great importance of holding a security, having an ample margin of safety, but the scientific investor converts into capital any appreciation in his securities as a result of an excessive margin of safety.

THE NEW ENGLAND RECORD OF MAGAZINE ADVERTISING.

Through the courtesy of *Collier's Weekly* PRINTERS' INK is able to present the record of advertising that has come out of New England since 1902. *Collier's* report is founded on a careful checking up of twenty of the chief publications. It is to be noted that, with the exception of 1908, the panic year, there has been a steady gain and that the figures for 1910 are practically double those for 1902.

1902.....	545,124 lines.
1903.....	624,928 "
1904.....	712,068 "
1905.....	784,897 "
1906.....	827,343 "
1907.....	850,273 "
1908.....	717,972 "
1909.....	985,177 "
1910.....	1,008,167 "

In 1907, the latest total available, the total amount of advertising in these twenty magazines was 5,900,000 lines. New England, therefore, was furnishing at that time slightly less than one-seventh the total.

REASONS WHY

THE PAWTUCKET (R. I.) TIMES

Should Be Included in Any Advertising Campaign Covering New England.

The zone of this paper's influence is in the gateway of New England's most densely populated division—the center of the World's greatest and most diversified industrial activities. Through this and other geographical conditions, coupled with its own intrinsic qualities, the TIMES occupies a unique if not remarkable position in the newspaper field.

It is the only daily published in Pawtucket, a city of 50,000, the second city of Rhode Island, and noted for the skill, enterprise and diversity of its manufacturing. This paper for years has served without a rival two adjoining cities, Pawtucket and Central Falls, with a combined population of 75,000. Furthermore, in a business way the TIMES is supported by the mercantile advertising of three distinct cities, deriving from Providence merchants in point of expenditure an amount equal to that received from all other like sources.

While the TIMES exclusively serves 95,000 people in Rhode Island, it is not confined wholly to this state, but embraces many important bordering towns in Massachusetts, serving in all about 125,000 people, of a class known for their thrift.

It is notable that comparatively few newspapers are required completely to cover Rhode Island. Of these indispensable dailies, the TIMES is second to none in point of important and exclusive territory—in its ability to offer a fixed and dependable clientele. In fact, few cities in America possess a paper which so thoroughly covers its field, or is so essentially a home paper. In doing business with the TIMES advertisers deal only in known quantities—guaranteed rates and proved circulation. On this basis, Pawtucket offers real, tangible advertising and trading possibilities.

FOREDOOMED TO FAILURE

NOT AN ADVERTISING FALLACY

By Thomas Balmer

☛ Show me an advertising Success and I'll show you the man responsible.

☛ Show me an advertising failure and somewhere in the ruins mowing and gibbering behind a pile of broken resolutions, procrastinations, excuses, weak-kneed appropriations, purposeless campaigns—I won't show you a man; instead I'll show you an Excuse—a Jest—a Failure.

☛ For after all it's the personal equation that counts in business—in advertising.

☛ Bradstreet's summary of Failures for 1910 says that "tendencies present within the individual himself were largely responsible for four-fifths of all business failure."

☛ From a careful, personal analysis I believe that three-fifths of the failures in advertising are due to this same cause.

☛ And the prime characteristics of these foredoomed failures—the marks by which "Ye shall know them"—is that "know it all" spirit—or, "you can't tell me anything."

☛ I have no time whatever for such people—they are not worth any man's time.

☛ It's the man who appreciates the trade Potentialities of 65,000,000 people to whom I talk; the man that won't allow his own or his agent's prejudices or grievances to prevent his learning the merits of any advertising medium; the man with the fine courage who can map out his campaigns and drive them through to a successful issue.

☛ When I show such an one the Woman's World—the only medium with 2,000,000 circulation—that reaches one family in every seven of this big rural population, then usually such an one gets busy.

☛ I've some boiled down facts about results the Woman's World brings to advertisers in that field that I believe would surprise you. You write; I'll send. Address

THOMAS BALMER, Adv. Director
WOMAN'S WORLD

J. A. Leshar, Adv. Mgr., Chicago, Ill.

J. J. Wells, Eastern Mgr., Fifth Ave. Bldg.,
New York, N. Y.

THE MILITARY SCHOOL AD- VERTISING PROBLEM.

UNDERSTANDING OF REAL WORTH OF MILITARY SCHOOLS NOT AS PREVALENT AS SHOULD BE—FIFTY PER CENT OF BORDENTOWN INSTITUTE PUPILS SECURED BY ADVERTISING.

By Lt. Col. T. D. Landon,

Commandant, Bordentown Military Institute, Bordentown-on-the-Delaware, N. J.

The first difficulty met with in considering the development of military school publicity is in the supplying people with information where they can secure the school best adapted for their wants and needs, for true it is most persons do not fully comprehend what they want in the way of a school—less of what they need. Very often what is wanted and what is needed are diametric opposites. When the question of the selection of a military school is presented it is usual to find the inquirers are average parents considering such selection for a son, often their only one, whom they are quite prone to regard as an exceptional son, needing just a little different treatment, and for whose peculiarities of temperament or habits they make all manner of excuses.

Advertising is meant to increase knowledge of where to find what is wanted or needed. The majority of parents begin to look for a boarding school to supply any of the following defects in conditions in the child or home:

1. Lack of regularity of life in the home.

2. Lack of desirable associations or presence of undesirable associations.

3. Lack of good schools.

4. Lack of incentive to avail themselves of the schools they have or social or play diversions that distract from attention to work and accomplishment of same.

5. A late discovery of a boy's having got into bad habits of one kind or another, or the premonitory signs of development in that direction.

6. A failure to have the boy trained in the fundamental laws of obedience, promptness and thoroughness.

With a small percentage of exceptions from the parent's standpoint, they are comparatively safe in sending their boy to any one of a large number of good schools. But how can a parent find out these schools? How can the school honestly and modestly present the conditions to the parent?

A really good school cannot compete in advertising with one which is not conscientious, as honesty forbids claims which are easy to those who care only for the coming students and lose interest in those already secured. However, it is absolutely necessary for many schools to advertise in order to keep in the public eye sufficiently to supply the number of students to keep the school running. However good a school might be to those who know it, as soon as all the children in the circle of its acquaintances have grown up, it would have to shut its doors unless it came to the knowledge of a new supply of people with boys. This is particularly the case with new or young schools, and even with old schools it is a considerable factor. I know of one school that secures its patrons about as follows: Fifty per cent of the new boys each year come directly from friends of the school who have had experience with it, the other fifty per cent come from general advertising which gives new blood and without which the best school could not continue. Therefore, in the most of cases, it is an absolute necessity for a school to advertise.

The theory of advertising is to place attractively the facts of what is to be had before those who want it. The only safe course for a school in this case is clearly to understand what they are, and what they have, and as modestly and clearly as possible, to present the facts to any inquirers. Then it is up to the inquirer to determine whether what is there is desirable or not. Even after experience with a school,

The Woman makes the Home

The women
who read *The
Woman's Home
Companion* are
home women;
they are engaged
in making
successful
homes. They
look to *The
Woman's Home
Companion*
for help,
and get it.

Students Refer to the Great Library in Washington



Ranking third among the world's collection of books the Library of Congress is rated as one of America's most important educational Institutions. It is utilized by students in every branch of research who occupy the reading rooms and alcoves day and night.

This vast book collection is Washington's reference library and is free to all readers.

Parents refer to the WASHINGTON STAR

The fathers and mothers in the National Capital refer to the **Evening Star** to answer the question, "To What School shall we send the Children?" Practically all of the homes in Washington receive the **Star** every day (left at the doors by our carrier boys) and all the family read it.

Almost every family living in the Capital of the United States will read your advertisement carefully if it appears in the **Washington Star**.

The Evening and Sunday Star

Washington, D. C.

Sworn net average circulation week ending March 10:

Daily - - 58,290 Sunday - - 48,821

DAN A. CARROLL
Eastern Representative
Tribune Building
New York, N. Y.

W. Y. PERRY
Western Representative
First National Bank Bldg.
Chicago, Ill.

however, the prospective patron does not always realize fully what is and what is not desirable. This particularly applies to the military schools of the country. The title "Military School" is as indefinite almost as the title "Professor," which ranges from the true use of it for the head of a college department down to the professor of dancing or the professor of tonsorial art.

In my opinion, it is absolutely necessary to have a competent and honest advertising agency to handle the business properly as well as to advise with discrimination what mediums to use.

Our mediums include *Harper's*,

number do come directly from advertising, which first brings the name of the school to the inquirer, who then makes inquiry and of course from the endorsement of old boys, finds the school reliable and satisfactory enough to make trial.

The object of any school advertising is to get the attention of parents having boys. If they apply for information, it is up to the school to give them the best possible presentation of the institution. This is done by catalogue, letter, personal interview and references to people who have had experience with the school. The most difficult problem with a military academy is to dis-

abuse the parents of what is a decided error in a good many cases, though not in all, namely, that a military school is a place where bad or incorrigible boys can be straightened out and transformed into well-mannered, right-minded, conscientious students. Military organization and training, I admit, is one of the greatest helps in rectifying the spoiling and indulgence, and lost grip, as far as control is concerned, of the majority of parents.

It is often urged upon schools that a zealous follow-up be made in due time after any inquiry. I have had good results from this attention, but in the main, my opinion is that after a season is past, the inquirers of that season have either sent their children to you or somewhere else. I am very incredulous of the boasted "waiting list" which some schools ostentatiously announce or the existence of which is intended to be implied from their disingenuous advertising and correspondence. There are too many good schools in which, by a little forethought, a place can easily be secured.

PUBLISHER'S AID TO HOUSE-SEEKERS.

Realizing the difficulty thousands of people have in locating a home or home site, an office has been opened in New York by the *Town and Country Homestead Bureau* to meet this need.

Character-building is our first aim

What influence will the school have that you choose for your boy?

Will it develop strong manly character as well as assist his mental growth; or will it simply enable him to "get through" his studies?

What we try to help boys think and do and become and the reasons we use to do it, are frankly and fully explained in our illustrated catalogue. "The Skirmisher," our school-paper, gives a still further insight into the life-style of the school. Both books sent on request.

With your order request program, college, scientific, school and business preparation. Students enter in October, January, February, April and August of each year.

Bordentown Military Institute

Bordentown-on-the-Delaware, New Jersey

RAY, T. H. LANDOR, A.M., D.D. LIEUT.-COL. T. D. LANDOR

Principal Commandant

RATHER LIVE SCHOOL COPY.

Century, *Scribner's*, *Outlook*, *Review of Reviews*, *Cosmopolitan*, *World's Work*, *Saturday Evening Post*, and some dailies in their special editions. The cheaper the magazine, the less productive its advertising value to a school of high price, as years ago we discovered when the inquiries from a certain publication were largely made up of a cheap class of people who could not afford to pay our rates even though they would want to come to the school.

The ideal condition, of course, is to have a school that is so widely known that it does not need to advertise at all, but our school is not yet in that class, although over fifty per cent of our new boys come to us independent of any advertising at all. The other fifty per cent of our new boys or twenty per cent to twenty-five per cent of our whole

Boys and Girls may be
sent without fear and
trembling to any School
found listed in
The Century Magazine

he
"The friend from whom you
take advise"

ol
That is the relation

The Century Magazine

u
bears to its audience

FACTS ABOUT THE NEW ENGLAND MARKET.

DENSITY OF POPULATION AND URBAN LAYOUT OF THE COUNTRY AN ADVANTAGE TO ADVERTISERS — WHAT NEW ENGLANDERS READ — BUILDING OPERATIONS, EDUCATION, ELECTRIC LINES, PER CAPITA WEALTH, ETC.

By H. D. Martin.

"I wish the whole United States were like New England," recently said a well-known sales manager, whimsically. "Just look at this map," and he pulled out a drawer containing a sectional map of New England, marked with green and blue pins representing dealers in the fold, and also prospects.

"That map looks like an overgrown alfalfa field with those pins. But now look at another map," he continued, bringing into view at random another part of the country. "This looks like an attempt to raise corn on a sand dune. Look at the lost motion sending traveling men to those points, as compared to the best part of New England. I figure that my men can cover five dealers in New England in the same time it takes to cover one in the greater part of the country — and at less expense.

"Then remember, too, that our advertising can cover this field more economically, and that, for our particular proposition (an article appealing to a high average of intelligence) New England is especially strong. Why, New England housewives began to make cooking and home economy a science ten years before the rest of the country took much interest in it; and education has been a particular hobby of the better class of New England families for generations. A bit less conservatism and it would be a world-beating market. It's not easy to get a quite new thing started there."

This man was simply speaking with passing enthusiasm of a market he regarded as particularly rich ground for his goods, but

the points he made are of importance to every advertiser, especially to that increasing Middle West class of alert manufacturers to whom the East is either an unknown or a shunned market.

Every element of compact, resultful territorial campaigning is present in New England to a very marked extent, and, there is much evidence that the obstructive conservatism is fast becoming a memory and a tradition.

The widely scattered supposition that New England is retrogressive is certainly not borne out by the facts; all around the remnants of time-honored conservatism have grown new generations and new influxes of blood which have altered the sectional temperament and put nothing less than "Western ginger" into things.

The movement of population, as disclosed by the lately completed U. S. Census, is alone significant.

	1910	No. inc. over 1900	% gain
Maine	742,371	47,905	6.9
N. Hampshire..	430,572	18,984	4.6
Vermont	355,956	12,315	3.6
Massachusetts..	3,366,416	561,060	20.0
Connecticut ..	1,114,756	206,336	22.7
Rhode Island..	542,610	114,054	26.6

To corroborate the sales manager quoted above it is only necessary to examine the latest available figures of the *density of population* in New England states. Rhode Island's proportion of population to the square mile is of course greater than any other State in the country (407 per cent); but Massachusetts and Connecticut are also states of very considerable density; Massachusetts 348.9 per cent and Connecticut 187.5. The relative proportions of these figures to the rest of the country are seen when compared with New York's 152 per cent, New Jersey 250, Pennsylvania 140, Ohio 102, Illinois 86.

This population is largely urban except in the northern New England states:

	Urban or Semi-urban	Rural
Maine	55.6	44.4
New Hampshire	61.0	39.0
Vermont	49.5	50.5
Massachusetts	88.3	11.7
Rhode Island	92.0	8.0
Connecticut	74.6	25.4

When it is realized that in most other states the rural population averages 50 and 60 per cent, it will be seen how essentially urban New England is.

The New England district is laid out in a great number of prosperous small cities and towns. The contrasts of scattered rural population and congested cities, so common in other sections of the country, are lacking, as the following figures show:

	No. Towns Under 3,000	Towns from 3 to 25,000
Maine	609	65
New Hampshire ..	380	42
Vermont	263	23
Massachusetts	410	295
Rhode Island	165	28
Connecticut	555	82

Here again the contrasts are strong in comparing New England with other sections, for only Pennsylvania and Massachusetts, out of all the states in the country, have 100 towns of from five to ten thousand population. Most of them averaging about 25. Even Ohio, Indiana and Illinois average only 55.

Taking now some evidences of the character of the people and their ability to buy, instead of mere population analysis, it will be interesting to look into what New England reads. The circulation of daily newspapers in New England was 6,124,300 in 1905, or a population per copy of 3.08. This indicates that New England reads more newspapers than any other section, and excepting only three states.

As to weeklies and monthlies—weeklies had a New England circulation in 1905 of 2,210,405, or 2.77 population per copy. Monthlies had a circulation of 11,144,738, or a population per copy of 0.55. Weeklies are evidently not read so extensively in New England as in the West, but monthlies are read more extensively in New England than anywhere else excepting three Eastern states, where monthlies are just a little more widely read than even in New England. New England reads a third more magazines than the twelve northern central states, including Ohio, Kansas, the Dakotas, etc.



He was boasting of a mailing list of fifty thousand prosperous village homes in interior New York and New England and adjacent states, and we smiled.

We told him we could give him a list of one hundred and forty thousand just such homes as he described, through THE UTICA

SATURDAY GLOBE

and in addition the positive assurance that they are live, up-to-date addresses, proven by the five-cent payment for the paper as it is delivered; also the further assurance of a welcome such as his circular matter never received.

When cost was compared, he threw up his hands.

An advertisement occupying as much space as this in the SATURDAY GLOBE costs about one-thirtieth of a cent a home.

The circular letter was sure to cost a cent plus, each.

We are at your service any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Education is also an interesting factor to investigate, being so directly related to the effectiveness of advertising. Massachusetts is a world-leader in education. It spends nineteen million dollars yearly on education, which is a higher per capita expenditure than any other state. Pupils in Rhode Island public schools go to school more days in the year (194) than in any other state in the country—many more days than most states require. The average is 150.

It is significant, too, to inquire into the network of trolley systems of New England, because of their close relation to trade territory, and the extension of the reach of advertising. Massachusetts has 3,000 miles of electric railways; Connecticut has 1,035, Rhode Island 460, Maine 495. The per capita expenditure for electric systems is higher than in all but five other states. The roads in Massachusetts are 45.9 per cent improved—which is a much higher per cent than any other state in the country. In fact the difference is most marked as the United States average is only 7.1 per cent, New York is only 8.0 per cent, New Jersey 16.3. Rhode Island is close to Massachusetts with 43.3 per cent.

Rural free delivery is in a high state of perfection in New England, especially in Vermont, where 71.6 of rural population is served—a percentage equaled only by Kansas and Iowa.

Massachusetts also has the honor of having the largest per capita wealth in bank than any other state (except New York) in the country (\$517). The United States average is only \$237. Ohio is but \$204, Illinois \$240, Pennsylvania \$304. The banking strength of Boston is greater than that of any city outside of New York, in the matter of deposits (\$636,221,938).

Bradstreet's recently compiled a list of 114 cities' building activity records for 1909 and 1910. The following New England cities for which comparisons with the previous year were available were included in the list:

Cities	1910	1909	inc
Boston, Mass.	\$19,683,908	\$13,433,547	46.5
Brockton, Mass.	1,462,540	1,130,556	29.3
Cambridge, Mass.	2,165,239	1,849,060	17.0
Everett, Mass.	412,855	496,445
Hartford Conn.	4,207,014	5,251,515	35.6
Haverhill, Mass.	761,350	561,962	25.2
Lawrence, Mass.	4,131,260	3,330,460	23.7
Lowell, Mass.	1,776,459	1,528,450	16.2
Lynn, Mass.	1,827,200	2,446,670
Manchester, N. H.	1,334,550	1,797,518
Medford, Mass.	844,085	850,000
New Bedford, Mass.	6,887,358	6,199,165	12.1
New Haven, Conn.	4,985,728	4,226,352	17.7
Newton, Mass.	1,419,537	1,013,670	40.0
Portland, Me.	1,551,070	1,307,790	18.7
Salem, Mass.	958,920	674,120	42.1
Somerville, Mass.	869,105	1,222,404
Worcester, Mass.	3,077,872	3,564,467	11.5

Boston, it must not be forgotten, is the second largest exporting and importing port. A total of \$199,522,973 imports and exports passed through Boston in the fiscal year ending 1910.

A thorough digesting of figures like these, in analyzing a particular market, is capable of making far better adjusted sales campaigns.

THE WEST AND OUR MERCHANT MARINE.

The needed re-establishment of the American merchant marine upon the high seas was the subject of a twenty-minute talk at the noonday luncheon of the Portland, Ore., Ad Club on March 8, by R. W. Lawrence, president of the Autopiano Company, of New York, and vice-president and treasurer of PRINTERS' INK. Some 125 advertising men were present.

Mr. Lawrence made the prediction that the future had in store for Portland "the largest manufacturing center on the Pacific Coast, with ships from every port and American boats going to all harbors of the globe."

"The most virgin field for exploitation existing to-day is South America. I know this because I am in the piano trade. I am trying to sell goods there now. But to find an American boat to carry the goods is almost an impossibility."

An address was also made by Major J. B. Kennedy, the first man to write advertising for the daily press of Portland, some twenty years ago, at which time he began the advertising of the Meier & Frank Company, the largest user of space in the daily press. He has won the credit during the past year of preparing the largest advertisement ever placed in any publication in the United States, consisting of thirty-three pages in one issue. The first space used by Major Kennedy was a ten-inch, single-column space.

The Rev. Mr. Hinson, of the White Temple, discussed advertising from the pulpit standpoint, and was followed by Thurston Hall, leading man of the Baker Stock Company.

The Dayton, Ia., Commercial Club has offered \$10 for the best advertising slogan.



Command the Field of Medical Advertising

and offer the quickest, most effective and most economical way of winning the patronage and support of the physicians of America. High class, progressive and influential, the medical journals below—the leading professional publications of the country—are able through their advertising pages to give results to acceptable advertisers that are unequalled by any other media. Investigation will show that the patronage of the medical profession is the most desirable that a firm can secure, not only because of the immediate profits, but because of its stability and unlimited possibilities.

Briefly, the "Big Six" at a moderate outlay enable the advertiser of anything that the doctor can use or recommend to his patients, to "concentrate his fire," i. e., advertising appropriation, where, at least cost, it will have greatest effect.

THE ASSOCIATED MEDICAL PUBLISHERS

American Jour. Clinical Medicine, Chicago, Ill.
American Journal of Surgery, New York, N. Y.
American Medicine, New York, N. Y.
Interstate Medical Journal, St. Louis, Mo.
Medical Council, Philadelphia, Pa.
Therapeutic Gazette, Detroit, Mich.

S. D. CLOUGH, Secretary
Ravenswood Station, Chicago, Ill.

Address requests for rates and information to the Secretary.

THE BIG SECONDHAND AUTO PROBLEM.

GIVING CONCERN TO ALL AUTO MAKERS—HOW THE STEARNS PEOPLE UNDERTOOK THE SOLUTION OF THEIR PROBLEM—ADVERTISING DIRECT FROM MAKER BROUGHT RESULTS.

By Henry H. Hower,

Advertising Manager, F. B. Stearns
Automobile Company, Cleveland.

During the past year or year-and-a-half a new condition has arisen that has somewhat puzzled motor car manufacturers—more especially manufacturers of high-grade machines. This new condition is the secondhand, or "used car" market.

To-day, a vast majority of purchasers of high-grade cars own some machine, either an older model of the make they contemplate buying, or a machine of some other manufacture. To buy a new car, they must dispose of the old model, so they "turn it in" as part payment on the new car.

The result is that the seller of the new car continually has on hand "used cars" generally largely of his own manufacture (in the case of a factory or branch house sale). To dispose of these cars at prices which allow an "even break" is the problem.

I do not pretend for a moment to have a solution of the entire question (I wish I had), but during the past two months we tried out a small campaign in the Cleveland papers in an effort to "feel" public sentiment. One of the ads is reproduced herewith.

We postponed the insertion of this copy until about a month before the local automobile show, in order the better to watch results. (In partial explanation, let me say that the advertising was direct from the factory, located in Cleveland.)

For some time there appeared to be little response to the copy. It created plenty of favorable comment, but "favorable comment" cannot be shown on the sales ledger, nor does it improve the showing of the advertising department.

But the copy appeared to sink in after all, for during the show tangible results began to come in. The idea of a rebuilt, guaranteed car for half the price of a new model took hold of purchasers. The bargain idea is always tempting.

Time after time during the show people would ask if they were correct in their understanding that these cars were "guaranteed the same as a new car." Assured that they were, it was surprising how many live-prospects declared themselves. The net result was the sale of \$9,500 worth of used cars during the show week and the first few days following it.

I have often been asked: "Doesn't this advertising hurt the sale of new cars?"—a very logical question. The answer is an emphatic "No!" Thousands of

Stearns Rebuilt Cars

Investigate This Rebuilt

Car Proposition

Do you know that a rebuilt Stearns car is:

Guaranteed by the factory the same as a new car—

Rebuilt in the Stearns shops—

Given the same tests as a new car—

Repainted to suit the purchaser, and—

Sold for half the original price.

Used Stearns Cars are continually being taken in trade by us as part payment for new models. These used cars are rebuilt in the Stearns factory, tested out, repainted and fully guaranteed.

Only one-third of the parts in a motor car are moving parts. When we rebuild the car we replace any of these parts if they are at all worn.

The average life of a high-grade machine is from 90,000 to 120,000 miles, but the used Stearns cars taken in trade have been run but little over 5000 miles.

Every rebuilt Stearns car on hand is subject to critical examination by mechanical experts at any time.

A department for our rebuilt cars has been established and customers will be given the best of care. Out-of-town correspondence will receive immediate attention. Photographs of the cars on hand and all data concerning them will be gladly furnished.

The F. B. Stearns Company

Box 362

Crest 626

12963
Euclid Avenue

Cleveland
Ohio



A SERIES THAT IS SELLING USED CARS.

men buy new cars every year, irrespective of the condition of their present machines. These men are willing to pay from \$1,500 to \$2,000 a year for the sake

of always being up to date. Then, too, the sale of new Stearns cars at the show proved the above answer.

How far this kind of advertising can be carried is theoretical. Whether it would be successful hundreds or thousands of miles away from the factory is problematical, although it is quite probable that the response would be as strong if backed up by a branch house.

This copy, of course, was designed for high-priced machines. (The Stearns sells from \$3,200 to \$4,600.) That meant that our *re-built* cars came into direct competition with *new* cars selling from \$1,500 to \$2,200. Whether this style of copy (modified) would apply with equal force to lower-priced machines, I don't know. I hardly think so, for many claims truthfully made for high-grade and high-priced machines are not true of those of lesser cost.

For us, the advertising was successful, for it produced results. It may possibly be a general solution of the "secondhand car problem," although that question is too large to be tackled in an offhand manner, or without careful preparation. In any case, the salesmen must lose no time in taking advantage of the possible demand created. We were fortunate here in having an automobile show to aid us.

◆◆◆ "THE CITY NEWS," OR "WHAT'S GOING ON" IN NEW YORK.

A new weekly publication called *The City News*, with the sub-title, "What's Going On" in New York, is scheduled for early issue. It will be the official publication of "The Greeters," an organization composed of hotel managers, cashiers, clerks, bookkeepers and assistant managers. It will be circulated complimentary to the guests of all New York hotels and will be for sale on news-stands, railroad trains, steamships, etc.

◆◆◆
A handy desk book of newspaper style and copy suggestions has been published by the School of Journalism connected with the University of Missouri. It contains much matter of the sort that all contributors ought to know and that many do not, presented in simple language.



For eighteen years McClure's, in discharging its duties to its readers and advertisers, has clung to certain standards. Here is one of them:

By painstaking, conscientious work get the facts, regardless of what it costs to get them.

Then give readers those facts, in so far as possible without color or bias.

Let the readers form their own conclusions; our readers are intelligent enough for that.

In brief be a reporter, not an agitator; aim to discuss matters of wide public interest; don't aim to stir up wide public resentment against a man or institution.

McClure's

THE ABUSED "SLOGAN" AND ITS PROPER PLACE.

PRACTICAL NECESSITY SHOULD EXIST BEFORE ONE IS INVENTED—
SOME EXAMPLES OF GOOD AND BAD
ONES—SHOULD NEVER BE AN END
BUT ONLY A MEANS.

By H. S. Snyder,

Advertising Department, Dixon Crucible Company, Jersey City.

"In advertising, almost everybody uses a slogan" would be a fit paraphrase for the shibboleth of the *Philadelphia Bulletin*. But slogans began before advertising, or perhaps they started life together. Cato's celebrated phrase, "Carthage must be destroyed," is recorded in Roman history; to-day we have "Votes for Women" supplied by the modern suffragette.

The function of the slogan is to express some thought or sentiment in concise form—to epitomize an idea. While brevity has characterized all the slogans of history, it has never interfered with the presentation of the thought itself. The method has been first to analyze the need for a slogan, then conceive the idea that is to be expressed, and finally to compose the epigram. This was the proper method when slogans made advertising, but since advertising has gone in for making slogans, the old reliable formula has fallen into disrepute.

First and foremost, the slogan should have an inherent reason for existing. If a job does not exist or can't be found for a slogan, it is worse than useless. This may all seem truismatic, and so it is as a principle, but just make a little study of the advertising slogans used and you will find comparatively few applications.

As a leading horrible example your attention is directed to Exhibit A, used by the Cameron Steam Pump, which, in order to avoid any possible misunderstanding, is labeled: "The Slogan of the Cameron"—"Character: the Grandest Thing." As a sentiment this is eminently noble, but as an ad slogan it is out of place. Anybody might use it with equal

force, it does not suggest pumps, it has no sales value nor apparent relation. Presumably it is meant to suggest that the Cameron pump has character, but what is pump character?

An ideal slogan will express some pertinent and definite idea as easily and briefly as possible. Pertinent and definite are the emphasized words. Such slogans as "You have tried the rest, now try the best" are of negligible value. They may be used by anybody for anything.

A slogan should state some fact or point that is worth while. "If it isn't an Eastman it isn't a Kodak" is an excellent specimen of slogan. It unites Eastman and kodak and fastens kodak advertising to Eastman only. Besides it has a good swing that helps the memory. "The smile that won't come off" is a poor example. Many people remember the phrase, no doubt, but few of them probably recall the advertiser.

A sufficient expenditure will make even poor advertising fairly successful—so 'tis said. And likewise a slogan poor in itself may, through constant repetition, come to stand for something arbitrarily. The phrase, "There's a Reason" is an example. This applies no more relevantly to Post products than to any other, which fact has at least one reason for its use. Extensive advertising has made the phrase well known, but wouldn't it be better to have a slogan that really gave a reason instead of merely stating there was one.

The absolutely perfect slogan, like other absolute perfections, exists only in theory. "Don't envy a good complexion; use Pompeian and have one," is a first-rate selling phrase. It is lacking in brevity and something below standard in rhythm, but it has a meaning that is quickly grasped and easily understood. It tells the name of the article (Pompeian Cream would be better, though cream was omitted, no doubt, to reduce length) and indicates its purpose. In fact, a selling point is brought out by the statement that Pompeian produces

THE 1910 figures clearly show that the trend is toward the flat publications that *can run advertising next reading*—especially if said flat publications are *also weeklies*.

PROOF

FLAT PUBLICATIONS. Of 16 flat publications (all kinds—monthlies, weeklies, women's mediums, etc.) only 1 showed a decrease (less agate lines for 1910 than for 1909). These 16 flat publications (including the loser) carried 995,324 more lines in 1910 than in 1909—a gain of 14%.

WEEKLIES. Only one out of the leading 7 showed a loss, viz., the only weekly that is not “flat”—that does not run *advertising next reading*. These 7 weekly publications carried 467,471 more lines in 1910 than in 1909—a gain of 16%.

MONTHLIES. Four out of 10 show a loss, the whole 10 carried only 556,664 more lines in 1910 than in 1909—a gain of only 7%.

THE CHRISTIAN HERALD (a flat publication and a weekly also) shows a greater percentage of gain for 1910 over 1909 than any other of the leading publications—monthlies, weeklies, women's publications, etc., all included, as follows:

	PER CENT INCREASE OR DECREASE		PER CENT INCREASE OR DECREASE
Christian Herald	28% Gain	Cosmopolitan	6% Gain
Life	27% “	American	5% “
Saturday Evening Post	26% “	Harper's	4% “
Vogue	19% “	Century	2% “
Monthly Style Book	18% “	Success	1% “
Collier's	18% “	Harper's Bazaar	1% “
McCall's	17% “	Association Sundays ..	0% “
Literary Digest	14% “	Review of Reviews ..	3% Loss
Ladies' Home Journal ..	13% “	Everybody's	4% “
Dry Goods Economist ..	12% “	Munsey's	4% “
Woman's Home Com. ..	11% “	Quarterly Style Book ..	5% “
Scribner's	11% “	McClure's	5% “
Good Housekeeping ..	11% “	Outlook	6% “
Delineator	6% “	Butterick Quarterly ..	18% “
		Dress	18% “

a good complexion, and this point is rather cleverly introduced. "Hammer the hammer," hammered home just the point that was to be emphasized. The phrase, however, needed the pictorial element that always accompanied it for perfect clearness.

One of the latest things in slogans is that of the Santo Vacuum Cleaner. The \$500 prize winner of the recent slogan contest reads: "Get Santo-fied and be Satisfied." This is obviously a clever little phrase and reflects credit upon the ingenuity of its originator. The point is, how much advertising value does it possess? The word "Santo," which is of an arbitrary nature and suggests nothing, is rendered still more obscure by the added syllable, and yet the word "Santo" is the only word in the entire slogan applying to the particular proposition, "Santo-fied," like many other puns, is easy enough after you know the answer, but absolutely unguessable before you do.

As a little test along this line, the writer showed the slogan in his company's office to seventeen people ranging from officers and heads of departments to their assistants and stenographers. There are only two who knew that the word "Santo" meant the Santo Vacuum Cleaner, and these two have become familiar with the company through other circumstances rather than through its advertising. One thought "Santo" might mean "Sanatogen"; another guessed it was "Sanitol"; one thought it was a kind of underwear; and somebody else ventured breakfast food.

Isn't the Santo slogan weak in its principle, too? Old Dutch Cleanser "chases dirt" and 61 Varnish "shows only the reflection"; but what does the Santo cleaner do? It makes no promise as to itself—in any event you are to "be satisfied." Sounds like getting married, you take Santo for better or for worse.

Another slogan of very recent origin is that to be used for Onyx hosiery: "Onyx stamped on a hose means what every manufacturer would like to have his trade-mark

mean." This is rather long for one thing and unsatisfying as well. The slogan starts out to say something, gets you ready to hear it, and then disappoints you. One realizes that the slogan's author was stumped. On the other hand, the slogan does exhibit the right intent. You know what it wants to say and realize you couldn't express the thought yourself.

The second prize slogan was really more definite but likewise more ordinary in both its idea and expression. It runs: "Onyx stamped on a hose means—the maker's best effort—the buyer's best judgment." Credit should be given Lord & Taylor for their appreciation of the fact that none of their three prize slogans was quite up to proper standard.

Of course, it is easy to criticize and hard to originate—otherwise this had not been written! The object has been, however, to try to frame and illustrate a few general principles for slogans. The slogan should never be an end, it is only a means. Make it as good a means as you can, but don't lose sight of its mission—to give keen point to some pertinent selling fact.

D. J. HINMAN JOINS DORMAN AGENCY.

D. J. Hinman, formerly of the W. H. H. Hull Company, has taken over the management of the Namrod Advertising Agency, of New York, which has been successfully managed by Miss J. Dorman at 29 Broadway for the past five years. She will devote her attention to the women's specialty accounts, such as hairdressers, corset manufacturers and lingerie, of which this agency has a number.

Mr. Hinman is well known in the advertising profession and has been in the general field for the past ten years. He started on the New Haven Register in 1901 and remained for two years as cashier. He then joined the W. F. Hamblin Advertising Agency in New York City, remaining with this agency until 1909, after which he was associated with the Hull Company.

Two notable automobile special numbers were recently issued by Western newspapers. One was that of the Des Moines Capital, March 3, with a special auto section of twenty pages. The other was the Minneapolis Journal, with a special color number and a large advertising representation.

To Our Readers

¶ Intelligent American Fathers and Mothers realize that nothing—literally Nothing—can compensate for failure to give their children not only the best general education to be obtained, but the best special advantages and environment which the nature and temperament of each child imperatively needs for material success in after life.

¶ Harper's Magazine for many years has published the advertisements of a larger number of high-grade Schools than any other periodical in the world. And Harper's Magazine has been the Means of placing in the best Schools a larger number of Desirable Pupils than any other periodical,

¶ Because—

¶ Harper's Magazine, properly jealous of its unrivalled standing, admits none but advertisements of Schools **DESERVEDLY** having unquestioned reputation; and because Harper's Magazine works as conscientiously in the interest of Parents and Pupils as it works in the interest of the Schools which advertise.



School Service

Q The World's Work is pre-eminent in educational work. During the past year it has published twenty-four educational articles.

Q The World's Work goes to people of means who can afford to send their children to private schools. The fact that the World's Work carries every month from sixteen to twenty-five pages of financial advertising shows the buying power of its readers.

Q In short the advertising columns of The World's Work are read by the very class that patronizes the best schools.

THE WORLD'S WORK

DOUBLEDAY, PAGE
& COMPANY

Garden City, - - - - New York



Send
today for
our Special
School Service
Plan

MAKING SALES OUT OF INQUIRIES.

FATAL DELAY ONE OF FREQUENT CAUSES OF INQUIRIES PRODUCING NOTHING—HOW SUPPOSED UN-RESPONSIVENESS SOMETIMES TURNS INTO ORDERS LATER.

By J. W. Binder,

Formerly Sales Manager, Columbia Dictaphone, New York.

I have, as a sales manager, seen inquiries signed by the presidents of million-dollar concerns result in nothing, and I have also seen "curiosity" inquiries cashed in as sales.

The value of inquiries, consequently is by no means easy to determine. In my opinion the matter rests largely upon the character of the man at the head of the sales department.

Among the hundreds of letters which came to the sales manager of one of the bicycle-selling houses in New York about ten years ago was one from a small country post-office in Pennsylvania. It had all the earmarks of a curiosity inquiry. There was the single sheet of poor quality letter paper, there was the boyish, crabbed handwriting, there was the ungrammatical request for a catalogue. I venture the assertion that nine out of ten sales managers would have thrown the letter into the waste-basket as not worth bothering with. The man to whom that letter came was the tenth man. He sent the catalogue and with it a courteous letter thanking the sender for the inquiry. This was followed at intervals for six months, but apparently nothing came of it. The sales manager with the passing of the bicycle went with the trade movement into the motor car game. He was astounded when one day not more than five months ago, the door of his office opened to admit a well-dressed young man whose card showed that he was the branch manager in New York for one of the biggest of the national food product companies. After some desultory conversation, the visitor told the sales manager that he was in the

market to buy a motor car and that he would like to be shown the car he was selling.

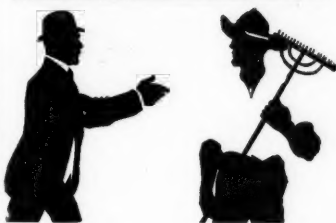
A demonstration was made and an "easy" sale resulted. When the deal had been closed, the car delivered and the money paid, the purchaser invited the sales manager out to lunch. As they rolled uptown in the newly acquired car the buyer pulled out of his pocket a packet of letters and handed them to the motor car man without a word. He was astonished to find in his hand the identical bicycle inquiry from that country boy in Pennsylvania and a complete file of his follow-up letters attached.

"When I was sent to New York by my company," said the purchaser, "you were the only man outside of my own line whose name I recalled. The link was that batch of follow-up letters. I looked you up and when it came to buying a motor car, I naturally came to you."

That was the one extreme. Here's the other.

Some two years ago while I was sales manager for a company marketing an office specialty, an inquiry was handed me one morning bearing a date ten days' previous. The letter was written on fine paper and signed by a gentleman residing in a suburban town. It had lain for ten days in the advertising department where (then) all inquiries were received and recorded for checking purposes.

I at once acknowledged the inquiry at the address given and then by the machinery of the up-to-date sales manager's office proceeded to "run it down." I was astonished to find that the man asking about our device was the chief clerk in the comptroller's office of one of the biggest of New York's life insurance companies. I at once short-circuited the handling of this inquiry, called the man on the telephone and started the sales campaign with an apology for the delay. The gentleman was frigid. He didn't understand how a concern that was supposed to be up-to-date could let ten days elapse without



The first step in advertising is to know your market. The second step is to find the medium that reaches it.

The farmer has always been the natural purchaser of many things once supposed to appeal only to city people.

Such advertising of these goods as reached him in the past arrived at the farm accidentally and not in large quantities.

There is a medium, however, which is exclusively the farmer's paper, which is national in scope and circulation, and which has an income sufficiently large to employ the best editorial staff that money can buy.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio

New York

Chicago

acting on an inquiry. He said out loud that if our general business policy were built on that plan, he felt perfectly justified in doing what he had done on the previous day, placed an order for twenty-five machines with our competitors. He would listen to no apologies and was open to no explanations. The incident, so far as he was concerned, was positively closed. The delay had been fatal.

I tell these stories here to prove two points each vital to this discussion. First, that the value of an inquiry depends to a very great extent on how it is handled, and, second, the proper place for the inquiries to come is to the sales manager's desk. The time is rapidly coming, thank the gods that be, when the desks of the sales and advertising managers will be side by side. Indeed some of us believe that eventually there will be a merger and instead of two desks there will be only one. Until that time, however, there is no doubt in my mind that all inquiries should go directly to the department where they are to be turned into sales.

For, mark you, that after all is what inquiries are for. Not to tell merely whether the copy is pulling; but to *sell the stuff*. Mere inquiries pay no advertising bills; profits on sales actually made do.

The March meeting and banquet of the Springfield Publicity Club, Springfield, Mass., were held March 7 at the Henking Hotel. The guest of honor was Hugh Chalmers, president of the Chalmers Motor Co., who spoke from the vantage ground of actual experience in building up through publicity two of the most successful American industries. Frederick W. Aldred, chief Crier of the Town Criers of Providence, R. I., spoke on "The Efficient Business Building Club." The meeting was largely attended by advertising and publicity men from many parts of New England.

The Mason Henry Press and Teller-Hurst Engraving Company, both of Syracuse, N. Y., have opened associate offices in New York City, in charge of Charles B. Morse as sales manager. Mr. Morse is well known as a former advertising man.

IRELAND AGENCY CHANGES, DONOVAN & ARMSTRONG FORMED.

The recent return to Philadelphia of Howard I. Ireland after a world-tour was marked by important developments in the Ireland Advertising Agency. H. M. Donovan, formerly general manager, and J. C. Armstrong, formerly chief of the copy department, severed their relations with the agency and opened an agency of their own, taking with them several of their associates.

Mr. Ireland has now brought into the Ireland office Mont. H. Wright and Theodore B. Creamer, formerly with N. W. Ayer & Son, and W. Percy Mills, formerly with the *Evening Bulletin*. Mr. Ireland has created many notable advertising successes, among them the Fels-Naptha account. He was for eleven years Strawbridge & Clothier's advertising director. Mr. Wright was a well-known solicitor with N. W. Ayer & Son. Mr. Creamer created the "Prince Albert" copy and has written many of the largest national accounts. Mr. Mills was assistant advertising manager of the *Bulletin*.

Mr. Ireland has placed the agency on a co-operative basis—the first instance, it is said, in the advertising agency field. Every employee will share in its success.

The agency established by the former executives of the Ireland Agency is known as Donovan & Armstrong and has its offices in the Commonwealth Building, Philadelphia. Mr. Donovan, as stated, was general manager and J. C. Armstrong chief of the copy department. The latter's assistant in his former connection, Raber Munderdorf, accompanies him. Lewis E. Hale's former duties as office manager and head of contract department will be continued with the new firm. Paul Lachenmeyer, art manager, will also be associated with Messrs. Donovan & Armstrong. His experience includes the former directorship of the advertising art department of the Curtis Publishing Company.

MODERN MERCHANDISING.

"Doing well, young man, I see."
 "No; just struggling along."
 "But that fine adding machine?"
 "A demonstrator left it on trial."
 "That new typewriter?"
 "An agent forced it on me for a month."
 "At least those expensive cigars denote ready money."
 "No; I smoke ten and return the rest."—*Washington Herald*.

E. W. Houser, president of the Barnes - Crosby Company, Chicago, sailed March 2 on the S.S. Amerika, on a tour of the principal illustrating and publishing centers of Europe. Mr. Houser is particularly interested in the development of color-plate making. He expects to return about the end of April.

NOTHING STOPS THE DAILY AND SUNDAY

The New York Daily and Sunday American as a positive producer of lucrative advertising results is best understood and appreciated by those who select it day after day and week after week to carry the greater volume of their display advertising.

It has been emphatically attested by advertisers, individually and collectively, that display advertising in the New York Daily and Sunday American, advertising the sale of all grades and all kinds of reliable merchandise, produces by far the largest cash receipts of any morning advertising medium in the field.

The New York Daily and Sunday
American During the Month of February, 1911

Gained 101 Columns of Display

The New York Morning } 63½ The New York Daily and } 44½
and Sunday World Gained } Cols. Sunday Herald Gained . . } Cols

This is proof positive that the New York American is the favorite advertising medium of discriminating display advertisers, whether local or general in character, and that it is the New York American that overshadows all morning and Sunday papers in the matter of profitable advertising investment.

New York Daily American the Only Morning Paper to Show a Display Advertising Gain in February

The New York Daily American did not surprise its publishers, but it did spring a mighty surprise upon its strongest rivals in display advertising when it made a substantial gain in February, 1911, over February, 1910. When the figures were computed they revealed that

The New York } Gained 80¾ Cols.
Daily American }

The New York } LOST
Morning World } 16¾ Cols.

The New York } LOST
Daily Herald } 14½ Cols.

Sunday Exceeds by 85¼ Columns

It carried that much more Display Advertising in
February than its nearest competitor

Not only did the New York Sunday American carry more display advertising in February, 1911, by eighty-five and one quarter columns than its nearest competitor, but during the year 1910 it published 11,763½ columns, or 1,047½ columns more than its nearest competitor.

Results Every Time You Try

DEVELOPING THE SALES POSSIBILITIES OF AN ARTICLE.

DEVELOPING THE SALES ORGANIZATION—AMOUNT TO SPEND FOR ADVERTISING—FROM ADDRESS BEFORE ST. LOUIS AD MEN'S LEAGUE.

By Hamilton Gibson,

Manager, Cereal Dept., Ralston Purina Mills, St. Louis; Formerly Advertising Manager "Sanitol."

II.

The great modern force of advertising has changed merchandising conditions completely about, so that the merchant now says, "You create the demand and then I will stock your goods. For to-day so powerful is advertising, that it not only takes the goods off the dealers' shelves, but puts them on as well." Therefore, to-day salesmen follow advertising and are the result of it, securing the advantages of distribution through the demand that advertising has created.

Goods sold to the dealer are only half sold. The complete circle is the sale to, and use by the consumer.

Do not let me lead you to infer that there is no further need of compact and strong selling organizations. They are more needed now than ever before. A sales manager and advertising manager are one and the same person—or should be. Both are arms of the same body, two component forces working toward the same end, sales. Advertising blazes the trail; creates the desire; fixes a state of receptivity in the mind that finally results in the purchase. The sales force taking advantage of this, steps in, feeds that want and places the goods so as to be easy of access among the wholesalers and retailers.

Every article has its peculiar sales organization, one which experience has developed as best fitted to distribute that particular product. The wholesaler is the grand absorber of thousands and tens of thousands of articles in his general line that the trade demand; the great central

storehouse for supplying an instant call. The jobber's force of salesmen have beaten tracks, and customers are solicited regularly.

The jobber redistributes and stocks heavily on specialties, which are fed out by his special staff of men. The shoe houses go direct to the merchant with their selling organization, if they are big enough; if not, to the jobber or broker. The broker has developed for himself a strong position. He is known, locally, and favorably in the territory he covers; sometimes a single town, sometimes a group of cities, or a limited territory. The manufacturer saves his selling expense in that territory by dealing with the broker; often sells his products direct to the broker who redistributes to the trade, including the jobbers through his own men. Many articles can be more economically sold through brokers than by maintaining a force of salesmen.

I have been particularly interested in watching the progress and experiment that is being made in New York City during the past two years. There is a gentleman who owns a cleaning fluid—well-known to you if I should mention it. He believes so strongly in the theory that advertising makes its own demand and sells its own goods, both to the consumer and to the retailer and jobber—securing its own distribution without the operation of any sales force—that he is spending a big sum of money each year in publicity, using all kinds of mediums; yet does not operate a single salesman. All his business comes to him by mail, as a result of the consumer-demand, and money that would be spent in salesmen is thrown entirely into advertising, and his little office force carry on a big business entirely through correspondence. It's rather an ideal way to operate if you can; but most businesses need salesmen, and the best that can be had. There are merchandising problems, however, where an expensive sales force can be eliminated; the product being of such a nature that the trade can be carried direct from the factory

to the wholesaler and retailer. Many hardware products, specialty paints and certain raw materials, are instances of this kind.

The retail merchant then orders as needed; the result of the local demand from advertising. In that way the dealer stocks no more and no less than his local consumption warrants. He is never out of the goods. He is constantly getting small lots from the jobber. The jobber stocks it, and the business is carried through in the most economical manner. Advertising in these cases will then have entirely absorbed the function of selling.

But the manufacturer's selling force, under most conditions, is coming to consist of highly specialized men covering large territories, seeing only the biggest trade, and keeping things running smoothly in their respective territories. And the salesman is becoming more and more a through-and-through advertising man.

A big scouring-soap concern in New York City has developed their business on similar lines, so that to-day their goods through years of constant publicity advertising, are sold in over 250,000 grocery stores in the country. Their business is constantly growing, and the demand has gone into practically every nook and corner of the country. This concern operates a group of only fifteen salesmen, who do not pay their expenses through the orders they take, but are kept in the field to maintain the company's prestige, to keep in touch with the trade occasionally, and as a means of directing local sales effort whenever required.

A selling organization is to-day an advertising organization. Both follow the advantages provided by the other.

R. J. Shannon, newspaper representative, died in New York March 11, 1911. Mr. Shannon was for many years advertising manager of the Munyon Remedy Company. Nine years ago he established a special agency at 150 Nassau street, later moving to 225 Fifth avenue.



"A straight line is the shortest distance between two points."

"The straight line" of publicity is the newspaper.

Getting your business story into the newspaper need be a matter of only a few hours, if speed is a desirability. The newspaper gets to the people even more quickly. That has gotten down to a matter of minutes and seconds.

No other publicity medium is so generally, so universally, so thoroughly far reaching.

No other medium is so effective. No other medium is so economical.

Keeping many a man from the successful use of newspaper space are the twins, Imp Plug Hat and Imp Kid Glove, whose respective characteristics are vanity and aversion to labor. Hand in hand they, all too often, lead him to a foolish over-appreciation of the value of pretty printing, book paper and colored covers; and to a ridiculous over-estimate of the clerical work and detail of a quickly resultful newspaper campaign. They lead him from a sensible, hard hitting, effective campaign covering a defined list of cities thoroughly, to a "crow-hopping expedition over all creation."

And all at his expense.

We represent newspapers in a score of prosperous cities. A brief interview will prove to you that we know what we are talking about.

THE JOHN BUDD COMPANY
Newspaper Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

EDUCATIONAL WORK FOR A BUSINESS SCHOOL.

"BUSINESS EDITORIALS" SUBSTITUTED FOR USUAL DISPLAY SCHEME—CREATIVE WORK ACCOMPLISHED WITH DIRECT RESULTS.

A distinct break with tradition in school advertising has been made by the Peirce School, of Philadelphia, one of the largest and oldest business schools in America, and one of the largest advertisers among such schools. Whereas it has, in the past, followed the usual practice of featur-

"BUSINESS EDITORIALS"

Grover Cleveland's Idea of Self-reliance is one which every young man should take to heart.

"THE self-reliance which you need," said Grover Cleveland, addressing a class of Peirce School graduates, "is a consciousness of having a kind of strength which you are willing to trust, because you know the factors that compose it, and the training that has developed it. Calmly powerful, it should be neither boisterous nor quarrelsome; and steadily confident, it should always be generous and magnanimous. It should grow more sturdy in the atmosphere of high endeavor, and with this added power it should constantly lead to greater achievement."

The young men entering business life can have this kind of self-reliance if his

education has been such as to give him the training necessary to achieve the best results in his particular field.

The man who is not fully equipped must always feel uncertain about his work and about the future.

The self-reliance which comes of knowing how to do, and knowing that one knows how to do, is never given to boastfulness, wastefulness or needless effort.

The knowledge which is power, when applied with energy, directness and confidence, will inevitably bring success to its possessor. Thousands of Peirce graduates now occupying high positions or owning successful businesses testify to the truth of this statement.

Send for literature bearing upon the subject.

PEIRCE SCHOOL

Record Building

Philadelphia

AN AD WITH A STRONG APPEAL.

ing its personnel, technical equipment and record, it now assumes that this story is known to all and goes on to present to the parents a more direct phase of the matter, namely the real necessity for a thorough preparation for business life.

Under the general caption of "Business Editorials," subheads with a news and informative value are given. For example, in one advertisement the essence of a talk on self-reliance, given by the late ex-President Cleveland to one of the school's graduating classes, is amplified, with special reference to the young man on the threshold of business life. Other "business editorials" dwell on the unwisdom of hit-or-miss methods and of inadequate preparation for a business career. In another,

parents are pointedly asked if they are preparing their daughters for self-support in event the unexpected should happen.

In all of the advertisements the caliber of the school is now being suggested, rather than described, as heretofore.

The advertisements are occupying double-column space in the daily newspapers of Philadelphia. The copy is being written and placed by the Richard A. Foley Advertising Agency, of Philadelphia.

AD MEN USE ADVERTISING.

The St. Louis Advertising Men's League is certainly taking, as it proclaims, a dose of its own medicine. By using space in the daily papers and on local billboards to advertise lectures on the practical use of science in advertising, it has distinguished itself as one of the first, if not actually the first, advertising club to make an appropriation for paid advertising.

When the National Educational Course was undertaken by the League, its educational committee perceived a chance for doing uplift work in the cause of advertising while at the same time attracting favorable attention to the League. An appropriation was asked for and granted. It is too early to record any extraordinary effect, as the advertising is just being started, but, with other methods, it already succeeded in attracting a large crowd to the first lecture following its appearance. Space amounting to half a column was taken in each of the leading papers, with different copy for each. Two of the ads were double-column and two single-column. Each was a very interesting example of ad-building. Three embodied a civic appeal together with the utilitarian motive, and one was a plain matter-of-fact statement.

Besides the newspaper advertising, space was taken on two illuminated bulletin boards, one thirty-seven feet long and one fifty-five. Appeal was made to "help the cause of good advertising" and "for all good advertisers to join."

The luncheon meeting on March 15 was the occasion of an advertising talk by Charles C. Rosewater, manager of the Omaha Bee.

A class in advertising has been started at the Brooklyn, N. Y., High School for Men, in charge of C. F. Southard. It is meeting once a week. The object is to give young men a "better opportunity of getting in touch with the business world in a practical way."

THE Minneapolis Tribune

Maintains Its Position as the

AUTOMOBILE ADVERTISING MEDIUM

Of The Great Central West
Establishing

THE HIGH RECORD Of Automobile Show Advertising In That Territory

From February 19th to 25th, inclusive, Minneapolis
Automobile Show Week, The Tribune Carried

223¹/₄ Columns

Of Display Automobile Advertising

The Minneapolis Tribune has always featured Automobile News and publishes a higher class of matter on motoring topics than any other paper in its territory.

IT IS SOUGHT BY THE AUTOMOBILE BUYING PUBLIC, which reads The Tribune's columns closely.

Shrewd Advertisers Profit Thereby

"TURNING THE CORNER" ON A HARD PROPOSITION.

HOWARD DUSTLESS DUSTER EXPERIENCE IN MARKETING AND ADVERTISING—HOW INQUIRIES ARE ANALYZED—DEMONSTRATION WORK.

By A. Rowden King,
Of The Eldridge Company.

A man owning a patented household device once went to a sales manager friend of his and asked his advice about marketing it. The sales manager looked at it and threw up his hands in mock despair. "John," he said, "I'd rather dig in the Culebra cut in Panama than try to cut a market for a new patent household device. It's the hardest game there is."

In view of such a statement it ought to be interesting to learn how the Howard Dustless Duster Company, Boston, has, in two years, "turned the corner," with a very comfortable margin.

Having been allied with the shoe and leather business, through the Leather Process Company, it was not singular that F. A. Howard, "the man behind," should begin with a mite of publicity in the *Enterprise*, of Brockton, the reputed shoe center, in 1907. The same season he also advertised to the same trade in the *Boot and Shoe Recorder*. And some little advertising was done the same year in the local newspapers of Boston.

Becoming more and more convinced of the possibilities behind the newer proposition, because of advertising results, Mr. Howard then began using space in the classified columns of the newspapers seeking agents to sell his dusters, then intending to sell them entirely direct to the consumer. This plan was later abandoned.

The first advertising of moment came in 1908. In that year \$2,161.70 was spent in this way. And, as in the infantile advertising days of many another worthy "comer," the returns tended to be disheartening, sales totaling only \$1,041.04 that year, or roughly half of the advertising costs. That

year the ratio of advertising to sales was 2:1.

But the next year the worth of the product and the continuity of the advertising began to tell. With an advertising appropriation of about five times the size, namely \$11,314.16, the sales for 1909 jumped 63.62 per cent, totaling \$66,235.65. That year the ratio of advertising to sales was 1:6.

Last year witnessed the turning of the corner. With an appropriation for advertising not much larger than the previous year, namely of \$14,521.23, the sales jumped 169 per cent, namely to

*Dusts Anything that's Dusty
and then Holds the Dust*

**HOWARD
DUSTLESS-DUSTER**

25 Cents Buys the Original. Postpaid Broom Cover 50c. Brush Cover 50c. Dust Box and Handle \$1.00. IT TAKES PERSISTENCE A DUSTLESS HOME. "NO OIL TO SOIL."

Our Dust Book "A" will show you how to make dusting a pleasure, how to dry-clean a silk skirt in five minutes, how to clean windows in a twinkling, to polish pianos and highly finished furniture, to make cut glass look like diamonds, to make an old derby look like new.

Money back if not satisfactory. Our FREE Dust Book "A" will interest you. It's yours for the asking.

Howard Dustless Duster Co.,
164-16 Federal Street
BOSTON, MASS.
Look for our Trade Mark...the Diamond



HOWARD

NEW ENGLAND FARM PAPER COPY.

\$112,740.01. In 1910 the ratio of advertising to sales was 1:8.

This year the ratio of results will be materially greater. Each year the advertising appropriation is figured in advance on the basis of the previous year's ratio.

THE MERCHANDISING PLAN.

The situation in 1908 was still in its transitory stages, for in 1909 Mr. Howard attempted to inaugurate a connection with the jobbers, believing that through them he would get that wide distribution which was all he needed to make his advertising effective

All the Wise Advertisers

USE THE

CHICAGO EXAMINER

BECAUSE IT IS THE

Best Buy in the West.

It is Chicago's home newspaper with by far the largest morning circulation.

The Chicago Sunday Examiner with its

624,607 Circulation

Covers Chicago, its suburbs and the Central West like a blanket.

If you want to Cover Chicago you should by all means

Use the Examiner

and his dusters financially successful.

But this plan did not produce the results looked for. According to Mr. Howard, it was impossible for him to maintain prices through the jobbers. The latter took no pains either to push his product, their salesmen already having far too many lines to show as it was, to be able to push them all effectually.

This connection with the jobbers was therefore promptly discontinued the first of the following year, eleven months later, and Mr. Howard to-day asserts that he has never regretted severing with the jobbers; that his efforts to co-operate with them were fruitless.

In April, 1909, the first magazine advertising was done in the following publications: *Modern Priscilla*, *Pictorial Review* and *Good Housekeeping*.

At that time, for a very few months, the Howard Dustless Duster advertising was handled by the Boston office of a well-known New York agency. But Mr. Howard, who is nothing if not a free-thinker as a merchandiser and advertiser, soon severed this connection and since then has persevered in placing his advertising direct. Scarcely a week passes but he is approached by a half-dozen agents or more, thirsty for his account. Each agency representative finds it easy to gain an audience and his arguments are listened to gravely and are considered with due reflection. But no second agency has been able to land this growing little account to date, nor, according to Mr. Howard, is any at all likely to.

From three magazines two years ago, the Howard advertising list has rapidly grown to about thirty publications. This list to-day includes the following, the first few mentioned having proved themselves of particular value, according to the closely tabulated record Mr. Howard has always kept: *Good Housekeeping*, *Modern Priscilla*, *The Housekeeper*, *Pictorial Review*, *Ladies' Home Journal*, *Christian Herald*,

Christian Science Monitor, *Buildings Management*, *Dry Goods Economist*, *Embroidery Magazine*, *Eternal Progress*, *Pictorial Review Fashion Book*, *House Beautiful*, *National Magazine*, *Twentieth Century Magazine*, *Youth's Companion*, *Druggists' Circular*, *McCall's Magazine*, *Peoples' Home Journal*, *Boot and Shoe Recorder*, *The Housewife*, *Michigan Patriot*, *House Furnishing Review*, *Suburban Life*, *Boston Transcript*, etc.

A most important unit of the Howard Dustless Duster merchandising campaign, as conducted for the last three years, has been the demonstrator who works at the dealers' stores. In 1907, \$5,106 was spent for this sort of publicity and last year \$4,576. So valuable have these demonstrations proved that for some time past in Macy's, New York and certain other like large stores, Mr. Howard has located demonstrators continuously, throughout the so-called dull seasons as well, and there is now every indication he will do so permanently. The number of Howard Dustless Duster demonstrators has increased from four to thirteen, and often more.

Great care is exercised in the selection of the women who do this work, inasmuch as results naturally depend, in the greatest measure, upon their personalities, abilities and perseverance. Agreements are entered into with the managements of the stores so that generous local publicity is given the duster and the demonstration simultaneously in the newspapers. Usually it is understood that the managements shall send Howard Dustless Duster circulars through the mails, either separately or with their own mail advertising matter, to their regular "charge" customers.

The Howard Dustless Duster advertising has three aims: To create sales with the dealers who carry the goods, to create such a demand upon other dealers as to induce them to stock up, and to build up a mail-order trade direct.

Mr. Howard probably has one of the most unique and complete

Many Who Sell to Manufacturers and Merchants

have overlooked the shoe and leather trades and their greatest papers.

Here's an industry, the third largest in the country, turning out nearly nine hundred millions of dollars' worth annually, and you have left your message uncarried to them.

We think we have a proposition well worthy of your consideration.

See how we specialize to give our readers just what they want, and to eliminate waste circulation for our advertisers.

We Publish

Shoe and Leather Reporter

A technical and commercial weekly paper and price current for manufacturers and wholesalers of shoes, leather and allied trades. Subscription price, \$5.00. Circulation, 5,800.

Latina-Americana Edicion del

Shoe and Leather Reporter

A paper issued quarterly, printed entirely in the Spanish language, devoted to the shoe, leather and allied trades and circulated in the Latin-American countries. Circulation, 2,200.

The Shoe Factory

A weekly technical paper for superintendents and foremen. \$1.00 per year. The first week each month it appears as a supplement in the Shoe and Leather Reporter. Circulation, 2,800.

The Shoe Retailer

A weekly mercantile paper for the retail shoe trade. The largest circulation of any paper in its field, 7,000. Subscription, \$2.00.

We also publish the official trade directories.

Our circulation books are open to those who have a right to prove our claims.

Head Office: 166 Essex Street, Boston

**Branches: New York—Philadelphia—Rochester—
Cincinnati—St. Louis—Chicago**

systems of tabulating and following his inquiries. Every Howard Dustless Duster ad is keyed. The public is baited to send in inquiries by offers of a small free sample and of a "Book on Dust." The latter has already gone through several editions and to-day approaches the ideal for a thing of its kind.

To-day, as these inquiries come in, they are recorded on one side of a loose-leaf sheet which measures about 10 x 12 inches. It contains room for complete facts regarding thirty-five separate inquiries, tabulating the following information in parallel columns: key, name, address, whether the Dust book, or small sample, or both, were asked for, the postage on same and remarks.

This information is recapitulated on the reverse side of these sheets, where the complete list of the publications being used, together with their keys, is printed. Besides these publications are tabulated the number of answers, of inquiries for "Book on Dust" and for small samples, together with the postage bill on the latter when shipped. The totals of all of the sheets filled out in a day or week are then carried into a ledger provided for the purpose.

Those who answer Howard Duster ads, besides receiving the "Book on Dust" and small sample asked for, receive a slip of paper which serves as a convenient order blank, and coin wrapper. But the important thing is that this slip is marked with the proper key of the publication which drew forth the inquiry. This makes it possible later to credit mail orders to the proper source.

If orders materialize, they are tabulated very similarly to the inquiries. The tabulation in this instance covers, in parallel columns, the company's various products, namely, standards, office, floor, brush, household and auto dusters; dust mop, wet mop, nickel handle and galvanized handle. It also provides room for checking the shipping of same and for entering the express or postage charges and the amount

of cash received. The reverse side also makes possible another recapitulation for the sheet.

Simultaneously the same information as regards each mail-order buyer is "card-catalogued" separately for follow-up purposes.

A PREMIUM PLAN FOR GETTING NAMES.

With the goods is sent a sheet which offers a standard size duster free if the recipient will go to the trouble of sending in the names and addresses of ten friends who would be likely buyers. In this manner the recipient is able to get one duster free of charge. The responses to these requests are naturally well-nigh universal.

Mr. Howard conceives and writes a large part of his copy himself. He has a scrapbook system so that with the aid of an index he can turn in an instant to complete information as regards advertising results of any kind wanted. Selecting opposite pages, he pastes on the right-hand page the piece or pieces of copy under analysis as inserted in a certain publication. The left-hand page is divided in half vertically, and is headed with the name of the publication. In the left half are set down on succeeding lines the dates of insertions, the number of answers on each, and of orders and the amount of cash received. On the corresponding lines on the right, or debit, side of the page is set down the cost of each insertion. A glance along any given line or at any given pair of pages tells in an instant the whole story as to the value of any insertion or publication from the standpoint of the Howard Dustless Duster.

DISTRIBUTION.

To-day the Howard Dustless Duster Company is maintaining offices carrying stock in Boston, New York, Chicago, and San Francisco. The factory is in South Boston. The list of dealers and house-to-house demonstrators numbers upwards of 5,000.

FROM an exhaustive canvass made among tax assessors in 64 leading cities it was shown that 54 per cent of the readers of THE AMERICAN MAGAZINE have an average taxable wealth of \$11,321.43.

THE special school rate is \$1.00 per line flat. The rate to general advertisers is \$1.50.

THE PHILLIPS PUBLISHING CO.,
New York - Union Square, North
Chicago - 1316 Tribune Building

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.

VOL. XXIII

No. 7

MAY

1911



Published at
AUGUSTA, MAINE.

MAY COMFORT

is always relied on by Mail-order advertisers for a sure winner of late spring trade. They know for sure just how

*It Pulls
Among
the Farmers*

The progressive, up-to-date, new-style farmers that get big prices for their spring lambs, early veal and early chickens, that are keen to adopt the most improved methods and machinery, read COMFORT and read its ads every month in the year.

*Keep Your Ad
Before Them
Every Month*

May COMFORT is equally effective as a medium for store-sales advertising, and the national advertiser can not afford to omit it from his list.

May forms close April 15.
Adopt through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1835 Marquette Bldg.
FRANK H. THOMAS, Representative

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

**STREET RAILWAYS
ADVERTISING COMPANY**

**HOME OFFICE: FLATIRON
BUILDING, NEW YORK**

**WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO**

**PACIFIC COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO**

OPPOSING PRESS-AGENCY'S NEW FLANK TACTICS.

THOUGH THE RANKS OF PRESS AGENTS HAVE BEEN THINNED BY EIGHTY PER CENT THE SURVIVORS OF THE CRAFT ARE DANGEROUSLY REFINED IN THEIR SKILL—MAKING FREE ADVERTISING OUT OF A GREAT PUBLIC MOVEMENT—SAMPLES OF THE NEW PRESS-AGENCY'S SUBTILTY—THE NATIONAL CANNERS A TYPICAL NEW-STYLE CAMPAIGN.

By Kirke S. Pickett.

Yes, it is true, as the American Newspaper Publishers' Association says, that eighty per cent of the press agents of past halcyon days have been dislodged.

But the remaining twenty per cent are the pick of the tribe, and as they are experienced graduates of newspaper ranks, they are playing a very pretty game from a more subtle vantage ground than ever before. The very wide appreciation of advertising among industrial corporations, and the lamentable confusion of mind which makes them fancy that it pays to "work" the newspapers rather than use display, provides the grist with which the press agents are still fighting for the rapidly shrinking opportunities for free publicity. The new order of subtilty they are now using is calling for the utmost vigilance on the part of the publishers, who are determined to root up the evil.

The new press-agency laughs at the crude methods of a direct assault—"if you don't print this free reading notice we'll never advertise with you." It takes huge pride in refinements of old subtilties. It circumvents not only the small journal but also the great press organizations.

Here is an illustration: A news distributing association in the East secured from a certain fire chief an interview which was so crisp and timely, in view of one or two bad conflagrations, that it was at once put upon the wires and sped away to the newspapers subscribing to that news

service. The interview took a fall out of building methods that called for the use of much wood and urged the use of material which would more successfully withstand fire. It took the gimlet eye of a man in New York, whose business it is to detect the advertising kernel in a piece of "news," to recognize this as an advertisement, at fourth remove or more, of the brick or cement interests. And it is more than likely that the chief himself was unaware that he was the tool for this advertising.

Some journals, as a measure of protection, follow the rule: "If news comes in the mail free, look out for it, no matter how good it seems. It is suspicious." But even this protection, which is a guard against many clever raids, would not be proof against such a campaign as that waged last summer by the railroads to create sentiment in favor of an increase in rates.

It is related that the presidents of six railroads put their heads together and debated whether there should be a paid advertising or a press-agent campaign. The latter method won. Logan G. MacPherson was engaged at a salary said to be as high as \$25,000 a year. MacPherson is a type of the new press-agency. He is an organizer, not merely a writer of ingenious "news copy." He can fill the very air with the humidity of corporation advertising, and have it precipitated upon the newspapers through unsuspecting reporters.

While there was a headquarters in this campaign, the news did not proceed from this quarter by mail. Oh, no! That would have been too obvious. All at once news that went to prove the need of an increase in rates leaked from traffic managers, from trainmen's associations, from a "Bureau of Railway Economics," from laboring men's organizations, which had an interest in a possible increase in wages of railroad workmen—in fact, from all those plausible sources which looked legitimate beyond the shadow of a doubt. While this campaign, resultful as it was in

securing thousands upon thousands of columns of free publicity, failed, it did so more because of the fact that the \$200,000,000 increase in railroad earnings in the previous fiscal year was almost impossible to explain away.

But even in a case like this the advocates of legitimate advertising could point to how successful the Long Island Railroad was six or eight years ago when wishing to bring about an increase in rates it entered upon a real campaign and won its point.

Not only the newspapers used the railroad matter prepared last summer. Some capably edited magazines printed ably prepared articles that supported the increase. Among these, according to the A. N. P. A., were some of the best standard magazines. One article was entitled "The Railroad out of Politics." It is known that one of these articles was sent in a reprinted form to newspapers.

The cement interests, as related in last week's PRINTERS' INK, have recognized the opportunity that the new press-agentry gives them, and, as is reported, have united to establish a central office in Philadelphia. Supposedly their feeling was that if skill could find a free way into the newspaper columns, why not hire that skill? It was far cheaper than a paid campaign. Several hundred newspaper and other periodical publishers are waiting for a sign that the new press headquarters are getting busy, but ten to one only those editors most skilled in sensing the advertising taint in a news story will know when the free cement advertising will begin. For all they know it has already begun, as seems probable from the conflagration interview mentioned above. Certainly the American Newspaper Publishers' Association is awake to the danger. It has already bulletined to the newspapers the rumored plan and its manager is keeping his ear to the ground for developments.

The "news" article that seeks to promote one industry in a certain class as against another in the same class is comparatively

easy of detection. The new press-agentry is after larger game. It seeks to promote one great group of enterprises as against another different great group—for instance cement as against brick or wood, or a steamship route as against an all-rail route. It hangs to the skirt of a topic of great public concern; it turns to advantage the people's vital interest in pure food, in transportation, or in better clothing.

Instances are the campaign of the Commission for the Economic Expansion of Brazil and the campaign of the Royal Worcester Corset Company, of Worcester, Mass. The former, in charge of Atherton Brownell, of New York, endeavored under the cover of its important-sounding title to increase the consumption of Brazilian products in the United States. The second veiled itself under the name of the Dress Makers' Association, a suspicion-allaying name, and held "Fashion and Fabric" expositions in Chicago, New York and Boston. At these expositions fetching models of various gowns were shown and lectures were delivered, actuated apparently by an "art-for-art's-sake" motive. Subtly the suggestion was made that a figure to be graced by such exquisite gowns could be acquired by any woman who should use the Royal Worcester Corset.

These and other free publicity campaigns secure enough free space to lure other concerns into the net. It is rumored that Detroit laundry interests are meditating a free publicity campaign in the newspapers and *a paid one in the magazines!* That is what should hurt—the newspaper gives free what the magazines rightly ask and get money for.

The new press-agentry should not be confused with the older type that still exists and operates more or less in the open. The automobile interests, for instance, are heavy users of paid space in both newspapers and magazines. While automobile concerns send in items to be printed as news that are mostly advertising, they do so frankly, depending upon their standing as important con-



We desire to call the attention of the advertising agents, national and local advertisers, to the striking increase in circulation of the Boston Herald during the past three months. Its circulation is now 40 per cent greater than it was on November 1st.

This together with the facts that the 1,400,000 people within ten miles of the capitol at Boston have a purchasing capacity second only to that of Greater New York and the Herald is the leading home paper of quality circulation in this section, makes imperative its consideration by all who desire to sell goods in this section.

If the best Boston stores find that the Herald is the great quality medium for advertisers, the merchant or advertising agent must consider its claims.

We desire, therefore, an opportunity to lay before all who place advertising detailed facts as to the quality and quantity of its circulation.

Address The Publisher

BOSTON HERALD
BOSTON, MASS.

A BIG FIELD

EASILY COVERED

The greatest single group of manufacturing industries is embraced in the textile industry, which is the largest user of motive power, and the biggest employer of labor. Yet there are less than 7,000 textile mills in the United States and Canada.

And you can cover the machinery and factory equipment buying end of this immense field

THROUGH THE TEXTILE WORLD RECORD

This medium has a subject-to-proof circulation of over 6,200 copies.

It has the confidence of the trade to such an extent that a large proportion of its 400 advertisers use it exclusively for their advertising to the textile mills.

The TEXTILE WORLD RECORD'S subscribers alone spend \$200,000,000 a year for machinery, equipment and supplies for the mills, not including raw material.

If you act promptly you can start your campaign with the special Cotton Manufacturers' Convention issue.

Write for the details today.

Lord & Nagle Co.

Textile Publishers

144 Congress St., Boston

tributors to the counting-room. Here the situation is not so serious, for the newspapers may use the items as they see fit, knowing them to be what they really are, little "puffs," desired as premiums for heavy paid advertising. At the request of several newspapers and trade journals, these items are now often sent from the offices of the automobile concerns directly, and not through a press agent.

The campaign for free publicity in the newspapers of the National Canners' Association deserves treatment in detail, because it is typical of the operations of the more refined press-agentry. The association in the year just past ran an extensive paid campaign in the magazines, but refrained from spending money in the newspapers because it felt that it could secure newspaper advertising free. And it did—reams and reams of it.

The National Canners' Convention was held in Atlantic City early in 1910. It was just the time when people were acquiring a fear of ptomaine poisoning, popularly credited to the use of canned provisions. This fear cut into the business of the canners seriously—so seriously that the topic was the one uppermost at the convention.

The press bureau faithfully put the proceedings into news for the newspapers. Speeches were sent out. And the convention closed. But the free publicity work had only just begun. It is interesting at this point to quote from a circular sent out from Bel Air, Maryland, the press headquarters, to members of the National Association, asking for funds to meet the expenses of getting material into the newspapers without cost.

The folder, extremely well got up, bore upon the front a reproduction of the covers of ten big national magazines, in which "tremendous publicity," as the headline put it, was being paid for. On the inside, running across two pages in bold type, was the line: "How we get free publicity for the truth of Canned Food Purity—In Union there is Strength."

Under this was the following: "We do not have to pay to have these items printed by any newspaper—for their own news value and interest cause them to be used as regular reading matter by the editors." Then is described a story about the "American pantry," schemed by the canners' press agent, and half a page is given up to a reproduction of a collection of reprints of this article as they actually appeared in newspapers from coast to coast, the name of the paper being apparent in every case.

The circular then says: "The main point in the 'story,' as newspaper men term an item, which is of benefit to the canning industry, viz: that NO CHEMICALS are used in the preparation of canned goods and that preserving is done solely by means of sterilization *was not cut out by the editors.*" (The italics are mine, but the capitals are theirs.) The article was so worded that the main point at issue fitted right in with the rest of the story. This is high-grade press work." the circular concludes complacently.

On the opposite page the recipients of the circular are informed that "even millions couldn't buy this publicity we are gaining!" There is also printed in agate a list of 1721 newspapers which used the stories that were sent out.

Was the preparation of the matter entrusted to a tyro? The circular says on the last page: "The questions of news items to be sent out to newspapers was entrusted to a past-master in the newspaper craft. Here there must be no slip-up. The data were gathered and they were written by a newspaper man who has proved his success in every department of a big newspaper—as reporter, copy reader, city editor, telegraph editor, Sunday editor and managing editor. So you can see that we have left nothing undone to make our campaign a success. *There is no loophole in our battle front, no weak point in our attack.*" (Again the italics are mine.)



The achievement of success is a sort of a geometrical progression experience, as a rule. Once get well started and reach a fair figure, and the increase comes along by leaps and bounds.

THE SYRACUSE EVENING JOURNAL is an example. Only a few years ago, many general advertisers and agency men smiled indulgently at our enthusiasm. Even its local contemporaries complacently refused to take it seriously or regard it as a competitor.

Then the day came when it got thoughtful consideration occasionally and the other SYRACUSE newspapers now and then acknowledged it as a factor.

Today, no well-informed advertiser or advertising agent would think of attempting to thoroughly cover SYRACUSE without making use of its remarkably successful, live, up-to-the-minute newspaper, THE SYRACUSE EVENING JOURNAL.

Circulation over 35,000 copies daily, entirely within buying radius of SYRACUSE, and still growing.

Rate so low it looks ridiculous even to its competitors. (Will soon be corrected with a new card.)

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

New England as a Field for Your Advertising

Here are more than six million people; above the average in education; with the highest per capita of accumulated wealth.

These people are quick to respond to advertising, eager to purchase anything that will increase their health, pleasure or comfort.

They are educated to read and heed advertising in daily newspapers.

The territory may be easily covered by your salesmen; and at moderate expense.

Live Retailers in Every City in New England

They know that the advertising in their Local Daily Newspapers sells the goods!

The Dry Goods man knows it is the Local Daily Newspapers that sell the gingham, woolens, the silks, ribbons and laces, and other things dear to womankind.

The Grocer knows that it is the Local Daily Newspapers that sell the Teas, Coffees, Soups, Flours and the other things that are good for the men and women to take within themselves.

The Butcher, the Baker and the Candlestick maker all know it is the LOCAL DAILY NEWSPAPERS that SELL THEIR GOODS!

Start your advertising in the New England Local Dailies and you can watch your business grow.

WORCESTER, Mass., GAZETTE	PORTLAND, Me., EXPRESS
SALEM, Mass., NEWS	SPRINGFIELD, Mass., UNION
LYNN, Mass., ITEM	NEW BEDFORD, STANDARD AND MERCURY
BURLINGTON, Vt., FREE PRESS	MERIDEN, Ct., RECORD
NEW HAVEN, Ct., REGISTER	WATERBURY, Ct., REPUBLICAN

THE "BOOST" WORK GOING ON IN NEW ENGLAND.

REMARKABLE "RENAISSANCE" OF THE COMMUNITY PRIDE AND PUBLICITY IDEA—INDUSTRIAL AND CIVIC CO-OPERATION BRINGS BIG RESULTS—THE "REAL BOSTON" MOVEMENT—AGRICULTURAL STIR IN FULL SWING.

By S. C. Lambert.

A breezy man from the Pacific Coast called at the office of the Boston Chamber of Commerce not long ago. To say that he was surprised at the snappy business bustle prevailing there, is putting it mildly. Coming from "the land of opportunity" he frankly confessed that he had expected to see the famous "New England conservatism" in its native lair in his visit to the chamber. Instead he found the advertising idea spilling all over the place, and projects that took his breath away by their largeness and aggressiveness.

New England to-day is decidedly not the New England of even but two years ago.

The Pilgrim Publicity Association, the Boston Chamber of Commerce, the clubs of Springfield, Worcester, Providence and half a dozen other cities, have thrown themselves into the work of putting New England in the front rank as a manufacturing and agricultural community.

The Pilgrim Publicity Association has been conducting a widespread campaign for the express purpose of emphasizing the superior quality of New England-made goods. It has been inspiring to all engaged in the work to receive the hearty help of scores of newspapers, of some magazines, and of manufacturing concerns who put space in their house organs at the disposal of the "boosters." No fewer than 112 of New England's widely read dailies have offered their advertising columns for messages urging everybody to "boost" to lend a hand in this great forward movement.

The extent to which manu-

[Extract from *Newspaperdom*.]

PORTLAND EXPRESS

THE "BIG FELLOW" IN MAINE JOURNALISM

The "Big Fellow" of Maine journalism is the Portland Express, a two-cent evening newspaper.

The people of Southwestern Maine have given the Portland Express a splendid circulation, and this circulation has brought it an extensive advertising patronage. The combination necessitates a large newspaper—and the people get it.

The Express has about **three times** the circulation of any other Portland daily.

The Portland Express was the only newspaper with sufficient faith in its paid-for circulation to permit the Association of American Advertisers to go over all its books in an exhaustive investigation. This examination proved that all statements ever made in print by the Portland Express concerning its circulation were absolute truth.

The Portland Express is the only Portland newspaper ever given Newspaperdom's "Winning Daily" emblem. It is the **only Portland newspaper ever unanimously endorsed** by advertisers in letters to Newspaperdom. Fully one hundred space buyers have written this publication within the last few years, and, without exception, and in the strongest of English, the Portland Express was endorsed as the "Big Fellow" in Maine journalism, in circulation and in advertising results.

**The Sunday Telegram is the
"Big Fellow" of Maine
Sunday Papers**

JULIUS MATHEWS, Representative

Lest You Forget, The Springfield (MASSACHUSETTS) Republican

Is still in the front rank of newspapers and advertising mediums. If you wish to cover New England in your advertising campaign you cannot afford to leave it out. It is especially valuable for high-class advertising such as that of schools, new publications, first-class investments, food products, dry goods, etc.

The Republican's revenues and its expenses in 1910 were the largest in its history. The gain in its cash receipts from advertising was not so large as in 1909, but it was worth while. Its circulation also showed encouraging progress.

The Republican is one of the cleanest, most attractive and interesting newspapers in the country for the reader, and the paper that appeals to the reader is the one that has value for the advertiser.

Special representative for outside business,

CHARLES H. EDDY,

1 Madison Avenue (Room 5024),
NEW YORK,

150 Michigan Avenue (Room 1054),
CHICAGO.

facturers in the same city are uniting to help the good work along is indicated by a recent joint publicity effort by several Worcester houses, manufacturing different and unrelated brands of goods. They published a booklet that emphasized "New England quality," and divided the space evenly for advertising their products.

The railroads have fallen into line. The Bangor & Aroostook Railroad has carried the new spirit to the farmers of eastern Maine, has urged them to put in crops best suited to their soil, and has awakened slumbering towns along its line to the fact that if they will, they may become manufacturing centers. It has located many enterprises in towns meeting their special requirements. Naturally, much quicker and greater results have come in this industrial boost work in New England than in the West, for the elements of progress are all close by and only need to be energized.

Boston has, because of its size, naturally taken a leading part in the work. It has set for itself a population mark for 1915 that out-Western's any of the boom Western cities. In support of this movement the different civic and boost organizations have joined hands and are publishing *Boston* 1915, a periodical that is in the front rank as an inspiring force. In a typical New England fashion it prints analytical articles by authorities in all fields of modern endeavor, to find defects and their remedy. There is an even mixture of good brains and enthusiasm in all this progressive work in New England, and it will therefore bear close watching by other aspiring communities.

In the field of transportation, both on land and sea, the activities of the body have included negotiations on the subjects of railways, terminals, docks and steamship lines. The establishment of the office of a "demurrage commissioner" in Boston is the direct result of the agitation against the enforcement of the railways' forty-eight-hour unloading rule, in New England. Cases

are now being handled that involve the freight rates on every pound of goods that goes out of New England. Railway transportation in all its various branches has received careful consideration. The installation of the new fast passenger service which the New York Central now advertises with the catch phrase "Save a Business Day," improvements in freight handling and grain shipping, have all been secured through the efforts of the Chamber.

Perhaps most far-reaching of all the work of the association has been that for the improvement of Boston's waterfront. It recommended a new line for docks out along the edge of the East Boston flats, which would make them available for future development. Both state and Federal governments were brought to see the wisdom of this suggestion and the Legislature authorized the expenditure of \$3,000,000 for the necessary changes and improvements. In connection with this harbor modification scheme the fish market industries of Boston have been induced to remove from their twenty-five-year-old location at the T wharf and to take a long lease of a new pier that is being built in South Boston. This leaves the present fish industry district open for the changes that are to follow the inauguration of the new steamship lines that are being agitated. In many ways the spirit of the new New England movement has worked to the benefit of the general shipping business. The officers of the Chamber of Commerce, however, look for organization of a direct coastwise service between Boston and the ports on the Gulf of Mexico as the *piece de resistance* of all its transportation work.

THE "REAL BOSTON" MOVEMENT.

The "Real Boston" movement, designed to secure for the city the commercial rating which it deserves as the center of a million and a half population, is one of the most important activities of the Chamber at present. Boston is actually very much greater than its census rating of 670,000

Every Year a Better Year with the Worcester (Mass.) Gazette

For five consecutive years the EVENING GAZETTE has shown an increase in circulation and advertising.

Largest Evening Circulation!
"The Paper that Goes Home!"
The Paper that gives Results!

The GAZETTE has given advertisers increased circulation and Advertisers have given the GAZETTE increased space!

Every Year a Better Year for the City of Worcester

Worcester's savings banks deposits total \$60,386,000. Add to this the \$2,748,000 deposited in the three co-operative banks.

WORCESTER'S savings banks deposits are LARGER than the total combined deposits in the entire TEN SOUTHERN STATES including the two Virginias, the two Carolinas, Georgia, Florida, Alabama, Mississippi, Louisiana and Kentucky!

Shows why hard times have never hit Worcester a serious blow!

**And the GAZETTE is
Worcester's "Home" Paper**

JULIUS MATHEWS, Representative

The
Chicago Record-Herald

Has the Largest Known Circulation of Any Chicago Morning Paper

During the five months from October 3, 1910, the date of The Chicago Record-Herald's reduction to one cent daily, to March 1, 1911, The Chicago Record-Herald has increased its daily circulation 71,977 and its Sunday circulation 37,913.

Making a Net Paid Average Circulation for the Month of February

210,018 Daily and
224,251 Sunday

This is absolutely net paid circulation free from any augmentation by the sale of newspaper coupons in voting contests.

The
Chicago Record-Herald

New York Office:
 710 Times Building

THE WANT-AD MEDIUM

of
 Northern Nebraska
 and Southern
 South Dakota
 Is The

NORFOLK, NEBR. DAILY NEWS

The World's Greatest Country Newspaper

IT reaches 195 towns in this territory every day. Also, has many subscribers on the rural routes out of these towns. Covers its territory thoroughly, effectively and economically. Carries four columns or more of paid want-ads every day, more than any other country newspaper published. Is read by more people in its territory than all other papers combined. Covers a large, rich field. Send for sample copy and sworn detailed statement of circulation.

New York Representative
 RALPH R. MULLIGAN,
 38 Park Row

Chicago Representative
 C. J. ANDERSON,
 Marquette Bldg.

indicates; for with its solidly settled metropolitan district it forms a community of 1,500,000 people. To see that it gets this credit with the primary object of attracting new industries is the avowed purpose of the so-called "Real Boston" propaganda.

Recognizing the importance of helping the "selling end" the Boston Chamber of Commerce has from the first given a large share of attention to the interests of New England wholesale and retail merchants. The justification of this interest is shown in the statistics which were gathered by the trade census of a few years ago. The Chamber is firmly convinced that commercial organizations are often too prone to lay great emphasis upon the getting of new industries, while doing little or nothing to develop the sale of goods produced by the industries which they already have. They advertise the advantages of their city as a place for manufacturers to locate. They forget to advertise it as a market in which to buy goods. They leave the "selling end" to be handled by the individual merchants themselves, neglecting the opportunity for using co-operative effort to establish the sale of their home products abroad.

ADVERTISING NEW ENGLAND.

In spite of all the advertising that New England has had in its history and in the remarkable literature it has produced and for which it has been the scene, and to which it has given the local color, it has gained for itself a most unenviable reputation for decadence of agricultural pursuits.

It is the indifference of New Englanders which has been advertising the section as decadent, as a region of worn-out-soil, worn-out people and worn-out enthusiasms. New Englanders themselves, by their indifference and their lack of patriotism, have spread abroad an entirely false impression. The Boston Chamber of Commerce is now striving to correct this impression—and is succeeding.

In this task there are two distinct departments. One is going out and telling everybody outside New England what it really is and what opportunities and advantages it offers. The other, and the more important, is telling the New England people themselves the same story, rousing them from their indifference, stirring them to activity, and making each man, woman and child a publicity agent, so that wherever a New Englander goes he will talk, not the decadence of New England, but its virility and its future. These are two separate publicity jobs, but both are handled by much the same methods.

Of course, the biggest piece of publicity New England has had is the formation and growth of the Chamber itself, and the consequent awakening of commercial bodies in other parts of the section. Much of the work of the Chamber would be worth while simply for the advertising it brings, entirely apart from other and more direct benefits. It has turned the eyes of the country toward the northeast and they have learned that there is more than historical glamour, education, art and letters over on that corner of the map,—that there are industry, agriculture, commerce and opportunities galore.

To forward this agricultural publicity the Chamber's committee on agriculture went to work and got together a strong, virile report, crammed with undeniable facts and figures, with suggestions about modern methods, and with optimism, called it "The Future of the New England Farm," printed thousands upon thousands of copies, and sent them broadcast. The newspapers and agricultural magazines throughout New England took it up, and reprinted it, so that it reached about every fireside in the six states, where the fact that a body of sound business men believed in the agricultural possibilities of New England was more convincing than reams of government reports or hundreds of grange lectures.

New Haven

(Conn.)

Register

A two-cent evening paper;

Leads all papers in its field in all the essential requirements of a modern newspaper.

Leads in news.

Leads in equipment.

Leads in advertising patronage.

Leads in Circulation!

It is not often in a city with three evening papers, two of which are one cent, that you find the only two-cent evening paper with the Largest Circulation! That is now the situation in New Haven!

Largest Circulation

of any paper published in

Connecticut's Largest City!

JULIUS MATHEWS, Representative

BOSTON AS A BOOM TOWN.

Arthur Brisbane, editor of the New York Journal, told the Pilgrim Publicity Association at its "Retailers' Dinner," February 27, that Boston was the "greatest boom town he ever struck."

Speaking of advertising, Mr. Brisbane said that the merchant who tried to write his own copy was foolish. As a man has only one brain, he can only specialize in one branch of work. He should build up his business and leave the advertising to a competent man. There is very little sense in paying a buyer \$20,000 to buy goods, and then saying to a \$3,000 advertising man: "For heaven's sake, sell these."

"The future of advertising is in the hands of the ad writer and space buyer, and practically the entire reputation of an advertiser is based on what his advertisements say. Do not feel as if you have got to be a Christopher Columbus or an Elbert Hubbard; do not try to write a poem or a second-rate essay, but always ask yourself 'What is the person thinking who might buy these goods?'"

Vice-President George B. Gallup and E. A. Filene also spoke.

ADVERTISING PROTECTS CONSUMER.

Under the heading "Advertising Protects," the Milwaukee Daily News said editorially the other day: "Every one in a while there comes on the market an article similar to those sold under well-known brands and the people are told that it is 'just the same' but is sold at a lower price because 'no money is wasted in expensive advertising.'"

"Now whether this is so or not depends upon the quality of the goods offered in both cases and the prices charged. But certain it is that advertising brands and labels have a value to the consumer that is worth all it adds to the price, which is very little."

"In the first place, the well-advertised brands of food products are the well-favored brands. Could this be so if there was not virtue behind the advertising? Would the public buy and buy again if there was not something in the goods that gave them confidence?"

"If the sum spent for advertising such goods was stripped from the cost of marketing in order to reduce the price, the reduction per package would be so low it could not be counted and what is more important, there would be stripped from the consumer the confidence and the publicity that is his protection."

"WOMAN'S NATIONAL WEEKLY" NOW.

The Woman's National Weekly is the new style and character of the publication formerly known as The Woman's National Daily and published in St. Louis by the Lewis Publishing Company. It will be issued hereafter on Saturdays. The circulation is now 450,000 copies.

ADCRAFTERS AFTER "FAKE" ADS.

The Detroit Adcraft Club on March 9 heard the report of R. C. Banker, of the Campbell-Ewald Company, whom it had appointed to investigate the question of fake advertising in Detroit newspapers.

"Do you realize that it is conservatively estimated that fully ninety per cent of the customers of Detroit's large downtown drug stores are purchasers and users of patent medicines in some form or other?" asked Mr. Banker.

"If any one of the big downtown drug stores refused to handle these nostrums, they might just as well close their doors. Public opinion, created and molded by the press, is responsible for this state of affairs; and the druggist must keep and sell what is asked for even if he loses ten per cent on every sale, which he actually is losing on most patent medicine sales to-day."

"The inaugural address of the new governor of Michigan contained a severe indictment of fraudulent advertising. Mr. Osborn made the statement that there should be state legislation, holding publishers accountable for printing the palpably dishonest advertisements of unscrupulous advertisers, who seek to betray the readers' confidence in the integrity of the press."

"The things to remedy are:

"First, that every medical advertisement shall have such significant marking that the public at large can easily distinguish it from news."

"Second, that no display or scheme of set-up shall be permitted that a committee shall deem misleading or calculated to deceive."

"Third, that no advertisement of any certain proposition or nostrum be permitted to run after it has once been proven unfit for publication."

"Fourth, that an unfit advertisement shall be construed to be one that misrepresents or misleads on any of the following points—its merits, what it will cure, whether reading matter or otherwise, etc."

A committee of six will be appointed to submit a plan of action.

S. D. ROBERTS SUCCEEDS C. S. YOUNG IN CHARGE OF C. M. & ST. P. ADVERTISING.

S. D. Roberts has been appointed to succeed C. S. Young as general manager in charge of advertising for the Chicago, Milwaukee & St. Paul Railroad. Mr. Roberts is twenty-nine years old and is probably one of the youngest men who ever held the position. From a clerk in the car accountant's office he was promoted to be a ticket agent in the Chicago office, later was made cashier of the general passenger department, and from that became first assistant to Mr. Young.

At the regular weekly meeting of the Buffalo Ad Club at the Statler Hotel, March 4, the subject for discussion was, "Splashes against Small Space" and "Large Type against Small" in the preparation of copy.



**LARGEST
CIRCULATION
IN
NEW ENGLAND
Daily and Sunday
THE
**BOSTON
AMERICAN****

The Average Circulation of the
Evening AMERICAN for Feb-
ruary Was

379,151

The Average Circulation of the
Sunday AMERICAN for Feb-
ruary Was

351,813

Circulation Guaranteed and
Circulation Books Open to All

*The Paper that goes
Home and Stays Home*

SOMETHING HAPPENING IN CANADA

Every little while we do something to make the people sit up and take notice—it is getting to be a sort of habit. But this time we loosened the flood-gates of enthusiasm from the Atlantic to the Pacific and from Hudson's Bay to the Great Lakes.

Twenty Boy Scouts are going to the Coronation of King George and Queen Mary—a five weeks' trip with all sorts of good times in England—as our guests with all expenses paid by us.

You can hardly imagine what a furore our first announcement—four columns wide in the leading dailies—created. Of course, every Boy Scout is anxious to be of the party and from Vancouver to Halifax they are urging their friends to vote for them by buying **THE CANADIAN CENTURY** every week to see how they stand in the list. And the excitement will continue until they sail for Old England on June 2nd—and after that. Then, pretty soon, we will do something else.

Does it happen that YOU have a special message NOW for any of these boys or their parents—or for any of the other twenty thousand Canadians who receive Canada's best illustrated weekly regularly? In January only three weeklies on this continent carried more advertising than we did. And the Century is only one year old.

A request to Mr. A. R. Lowe, No. 156 Fifth Avenue, New York City, our Eastern representative, or direct to us, will bring any desired information.

THE CANADIAN CENTURY

MONTREAL

DISTRIBUTION FIRST, SAYS N. S. OLDS.

"One of the biggest blunders that can be made in linking up the advertising with the dealers is in not supplying them with the article to be advertised before the advertising campaign is started," said N. S. Olds, advertising manager of the Stein-Bloch Company in a talk to the Rochester, N. Y., Business Institute recently. "Oftentimes a blunder of that sort is responsible for the loss of thousands of dollars."

Mr. Olds defined advertising as the "art of distribution," and again as the "battle against indifference."

"Public notion of the advertising department," he said, "was that its mission was to write smart things about articles for sale and get those smart things printed in the newspapers and magazines. This notion, he thought, was a great mistake, and he said that seventy-five per cent of the value of an advertising department to its firm is in its work in establishing friendly relations with the retailers who are to handle the goods of that firm. They must be made to believe in the goods themselves, he declared, before they can be expected to sell great quantities of them."

Another help was the distribution to the retailers of advertising matter which they could use locally, and making it attractive. It was of the greatest importance, he stated, to bring as much of the human element into the advertising and selling of goods as possible.

MILWAUKEE "VICTIM" OF ADVERTISING.

Herbert S. Houston, of *The World's Work*, discussing "Municipal Advertising," at a meeting of the Milwaukee Advertisers' Club, in February, asserted that Milwaukee is a victim of advertising; that the clever advertising of the brewers have placed their product first in the thoughts of outsiders with reference to Milwaukee, when, as a matter of fact, it ranks third or fourth; that all advantages and resources of the city should be advertised just as a merchant offers goods for sale.

The first thing for a city to do, before entering upon a campaign of the kind, he said, is to obtain an industrial survey, in order to find out just what it has to offer. Des Moines, as a result of a comparatively short period of work, has 3,000 so-called "live prospects" upon which to work, these being inquiries that may result in obtaining new factories, or new residents, and business institutions. Des Moines is spending \$15,000 per year, and the work is being carried on by a committee of less than twenty, representing all of the leading business organizations of the city.

The *Union Labor Advocate*, which for the past ten years has been a monthly publication, made its first appearance March 1 as a sixteen-page daily, devoted exclusively to labor and industrial news.

MARSHALL FIELD & CO.'S NEW
CO-OPERATIVE PLAN.

Marshall Field & Co., of Chicago, who have always, either by the bonus plan or percentage division of profits, to a certain extent operated on a co-operative plan as to profits, have decided to adopt what they call a "scientific plan of profit-sharing and stockholding" which will make the institution a still more broadly co-operative one. President John G. Shedd says:

"Some of the larger organizations of the country have adopted methods of distribution to those who were able to buy stock, but we have endeavored to do something different from this; and feeling that the time is ripe for the introduction of some plan which will make in a greater degree for increased efficiency in our organization, we have coupled a stock-holding plan with a profit-sharing plan, thereby making it possible for some of those in the management—department heads and members of the managerial staff—who might not have the money wherewith to pay, to buy stock and pay for same out of the profit-sharing."

The retirement is announced of the treasurer, Chapin A. Day, who has been a member of the body for thirty-five years. The secretary, Kenneth Barnhart, has been made treasurer of the company; F. R. Reynolds, assistant treasurer; James M. Barnes, secretary, and Charles E. Martin, assistant secretary.

ONLY CITY YET AUTHORIZED
TO ADVERTISE ITSELF.

"We are the only city in the United States authorized by law to appropriate money to advertise itself," says Neptune Buckner, secretary of the Board of Trade of Asheville, N. C. Asheville is known as a health resort, but its people are determined that it shall be not only that, but a thoroughly developed American city.

Three years ago an enabling act was passed authorizing the municipality to appropriate from one-fourth to one-tenth of one per cent of the valuation of the place for advertising purposes. This has amounted in its first year of trial to about \$5,000. Not only are the health virtues of Asheville to be extolled, but the attractiveness of the place for business purposes set forth.

Already this unique policy has brought in a new manufacturing plant with \$200,000 capital, and more are, as Mr. Buckner says, "on the books." For every dollar the municipality lays out in advertising the hotel men add another, so the community is being boomed as perhaps no other in the country.

Col. W. C. Connelly, Jr., manager of the Pittsburg district of the Associated Press, delivered an address on "Daily Newspapers" before the American Club of Pittsburg on March 11.

The Portland
Oregonian

INCREASED ITS ADVERTISING PATRONAGE
1,610,098 AGATE LINES.

In a recent issue of one of the trade papers there was published a list of leading newspapers and the total number of agate lines of advertising carried in 1909 and 1910. There was no mention made of the Portland, Ore., Oregonian. Had the figures been published in the report it would have shown The Oregonian to have made a larger gain in advertising carried for 1910 over 1909, than any other paper in the United States, with one exception. The total gain of The Oregonian was 1,610,098 agate lines.

The gain for January and February, 1911 over 1910 was over 43,000 agate lines, which is a remarkable showing, considering that 1910 was a record-breaking year for advertising carried, for most all prominent daily newspapers.

Not only has The Oregonian been able to show such a remarkable increase in advertising carried, but its circulation has shown the same pro rata increase. Average circulation for the month of February, 1911, Sunday 59,700, week day 52,062. Sunday average for the year 1910 57,132, week day average 45,846.

On February 4, 1911, The Oregonian celebrated their Fiftieth Anniversary, and on this occasion the 418 employees of the Oregonian Publishing Co. were present at a banquet given in the honor of Mr. Henry L. Pittock, who for fifty years has been the publisher of this paper.

The Oregonian today occupies a unique position in American journalism. It has the greatest exclusive field of any newspaper in the United States. Its news service is second to that of no paper in the West. The Oregonian by common consent is ranked as the foremost publication on the Pacific Coast.

The Oregonian will grow. The policy in the future, as in the past, will be to keep fully abreast of the times and to spare no expense or pains to give the public the greatest newspaper possible in its territory. Its active representatives are Verree & Conklin, Inc., New York and Chicago.

FITTING THE ADVERTISING TO THE SCHOOL.

MT. PLEASANT ACADEMY'S CAREFUL SHAPING OF ADVERTISING POLICY TO INDIVIDUAL CHARACTER OF SCHOOL—SOME RATHER DIFFERENT CIRCULAR MATTER—THE DRIFT OF SCHOOL ADVERTISING.

Out of 1,000 persons whom the advertising of Mt. Pleasant Academy, at Ossining-on-Hudson, influences to make inquiries, thirty become students. This is significant because a well-defined policy is followed of sifting down those whom advertising interests, to just those who want their boy to have the peculiarly individual training this school offers.

"A school to be at all successful," said Prof. Charles Frederick Brusie, principal, "must operate under a well-defined policy, and such advertising as it does must reflect that policy. Our school owes its successful beginning to advertising and its continuance to specially directed advertising, in conjunction with those other promotive factors that develop as the school grows; the good word of our alumni and the word-of-mouth endorsement of parents, who in their own sons see the result of this school's principles of preparatory education.

"I do not hope, or desire, that our advertising in the magazines will cause some parent to sit down at his desk and write us that having seen our advertisement he is sending his son for a thorough course. For our success and for the parent's satisfaction, we aim rather to have our advertising merely bring inquiries for further information. Some boys we do not want here and some parents who inquire would not deem a school whose aim is the old-fashioned thorough, moral, physical and mental education sufficient for their offspring.

"Therefore, if our advertising, which phrases briefly the character of our training will bring us a letter asking for further information it has done all that we wish it to do.

"Some of the considerations

that guide our publicity work are as follows: We aim to appeal rather to the parents in all our advertising, magazine and 'follow-up,' as we do not desire boys who are used to dictating policies at home. I believe that our promise of character-building has been more effective than anything else in our advertising. We believe that parents are coming to appreciate more and more the value of an honest private school. But we do not think that parents as a rule have very definite ideas of how boys should be educated.

**To Which
School
Are You
Going
To Send
Your Boy?**

I If your son going to prepare for college or business? It is important, then, that you select the right preparatory school. Lack of care often results in serious delay.

Mount Pleasant Academy, founded in 1818, is a school where young men are thoroughly prepared for college or business life. The general training develops a high sense of responsibility and manly character. Delightful home life. Manual training. The location is desirable, beautiful, and fortunate in being only 11 miles from New York City. It interested in such a school or in

MOUNT PLEASANT HALL for boys under 18, write for catalogue and further information to CHARLES FREDERICK BRUSIE, Box 808

Mount Pleasant Academy
Ossining-on-Hudson, N. Y.

ONE OF THE ACADEMY'S GOOD PULLERS.

With few exceptions I have found them ready to co-operate with the school authorities and to accept our views as to what is advisable.

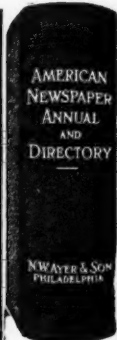
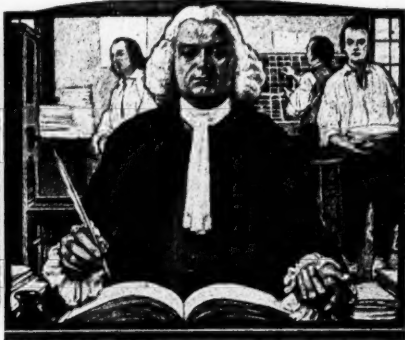
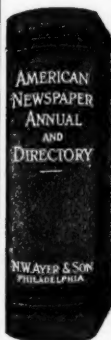
"I therefore regard an inquiry brought by our advertising, which expresses these underlying ideas, as one worthy of the most serious development. When we can do so, we make a personal investigation. If that is not feasible we send a follow-up series consisting of our school catalogue, accompanied by a personal letter written with a special view to the inquirer's wishes; second, an artistically printed booklet of letters endorsing the school instruction; third, two booklets, which are reprints of articles on preparatory education I prepared for *Town and Country* and for the *Chicago Inter Ocean*, and fourth, a pamphlet, 'Lest You Forget.'

"Of course not all first inquirers are put through the whole course of this follow-up literature. Fifty per cent of them receive the second and twenty-five per cent, the third and the fourth."

Lowell (Mass.) Sun

Only Lowell paper whose circulation has ever
been examined

Largest NET circulation of any Lowell paper



Know All Men By These Presents

that the American Newspaper Annual and Directory
has caused to be made by its duly authorized auditor,
for publication in its pages, a careful and complete
examination of the books and records of

The Sun
Lowell, Mass.

and as a result certifies that the average number of
copies of each issue of the publication circulated
for the period of nine months ending with the
thirty-first day of May 1910, is
**Fifteen thousand, two hundred and forty-
two (15,242) copies.**

This excludes all returned, unsold and spoiled copies



Given under our hand and seal
at Philadelphia, Pennsylvania.

N. Waver & Son

Publishers of the American Newspaper Annual and Directory

Professor Brusie was not quite sure how far it is wise to press a parent with follow-up information. He conjectured that some parents instead of considering themselves enlightened by a persistent pursuit felt annoyed, perhaps. The booklets and letters, however, are carefully phrased with all due regard for the feelings and the character of the prospect, as revealed in his correspondence.

Prof. Brusie assumed charge of Mt. Pleasant Academy seventeen years ago, at a time when the forward movement of the new education was just beginning.

On all sides he found himself surrounded by famous and well-endowed private schools, like St. John's, the Tome School and the Peddie Institute. If Mt. Pleasant Academy were to win a patronage, it must justify itself by promising and carrying out a peculiarly worthy kind of training.

He began advertising in the high-class magazines and a growing acquaintance with parents' problems soon crystallized his first educational theories into well-defined policies which he has followed ever since.

His school must have for its chief aim the development of character—the making of a promising boy into a manly young man.

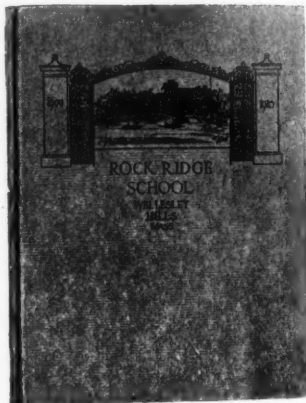
While strict discipline prevails, he insists that each student shall have the greatest opportunity for developing his individuality. Therefore, although he makes use of military training, he does not care to have the oversight of the Government, as do some schools. In accordance with his policy of individual training, he will not receive delegations of students.

He confesses that at times he speculates whether the straining after a phrase that shall give distinctiveness to a school's advertising is not overdone. Sometimes, he says, he believes he will advertise that he has just a good school, and leave that simple term to represent him and his school's policies in the magazines.

He is using the following magazines: *Harper's*, *Cosmopolitan*,

Scribner's, *Review of Reviews*, *World's Work*, *Century*, *McClure's*, *Everybody's*, *Collier's Weekly*, *Saturday Evening Post*, *Outlook*, *Literary Digest*, and one New York daily. He has tried other newspapers, particularly in Chicago, Kansas City and Philadelphia, but ceased using them because of lack of replies.

The little pamphlet, "Lest You Forget," is in reality a printed form-letter. Its direct, earnest tone and its merit as an excellent



A TASTEFUL COVER.

"sales letter" makes it of interest not only to school advertisers, but also to others who are interested in good follow-up literature.

This printed letter, nicely bound into a printed booklet, refers to the letter of inquiry the reader has sent and then asks: "May I not hear further from you?" Professor Brusie then asks that he be favored with some kindly criticism, "for our aim is to make this school as efficient as possible in the training of boys for the life which lies before them."

The pamphlet has been eminently successful in finally bringing students to Mt. Pleasant, and as such has earned a fixed place as a "clincher" in the advertising literature of the school.

Financial Institutions

are familiar with the fact that the Boston News Bureau holds a unique position in financial journalism.

The Boston News Bureau maintains a news gathering organization covering two continents, and a statistical organization capable of correct and instant interpretation of any financial happening.

Its advertising columns are open only to high-class financial advertising.

The Advertising Agency Department

of the

BOSTON NEWS BUREAU

is backed by this organization and equipped with every requisite for the proper handling of advertising.

It offers to financial advertisers a service which no other organization attempts to equal.

The value of this service to financial advertisers is demonstrated by the fact that the Advertising Agency Department of the Boston News Bureau

**Places more than 90% of the financial
advertising in New England**

MADE
IN
New England


LOWNEY'S
Chocolates



LOWNEY'S
Cocoa

Advertising men do not
need stimulating. They
come stimulated.
Lowney's Cocoa is the
best drink for all of us.
Every atom of it is
choice cocoa, untreated.
It has a delicious *natural*
flavor. . . .

The Walter M. Lowney
Company **BOSTON**

Superfine Chocolate Products

"GOOD HOUSEKEEPING MAGAZINE" SOLD TO NEW INTERESTS.

Good Housekeeping Magazine has been sold by Herbert Myrick and the Phelps Publishing Company, of Springfield, Mass., and will be published in New York, beginning with the May number, by the American Home Magazine Company, and under the direction of George von Utassy, of the *Cosmopolitan Magazine*. The Hearst interests have long been in search of a strong woman's publication, and have been negotiating for some weeks with the owners of *Good Housekeeping*. The postal agitation has been suggested as being in part responsible for the willingness of the Phelps Company to dispose of the magazine, but this is probably untrue, inasmuch as the negotiations for the transfer of the property were begun some time prior to the recrudescence of the postal agitation. The real reasons are undoubtedly the desire of the Hearst interests to obtain a magazine in the woman's field, and the willingness of Mr. Myrick and his associates to dispose of what necessarily had to be a side issue at a good figure and be enabled to devote their entire time to their agricultural publications.

In a statement given out at the offices of the Phelps Company, following the action of the directors on March 13th, it was said that in due course each shareholder of the *Good Housekeeping Company* will receive in cash the full amount of his investment, together with the maximum dividends meanwhile. The company has no debts.

Good Housekeeping Magazine was founded by Clark W. Bryan at Springfield in 1885. After a series of prosperous years, it went through various hands and its circulation had dropped to a low point, when it was taken over in September, 1900, by the publishers who have just sold it.

Since that date the magazine has been printed and published under the auspices of the Phelps Publishing Company. Under this management it has attained a circulation of 300,000, an advertising patronage exceeded by only one or two women's publications, and has attained a high standard of excellence. This result is due to the combined efforts of its president, Herbert Myrick; its editor, James Eaton Tower; its advertising managers, William A. Whitney and Richard H. Waldo; its circulation managers, James M. Cunningham and James S. Judd, and their co-workers.

It is understood that all of the principal people associated in the editorial, advertising and subscription departments will continue with the magazine at New York.

"For maximum profits and economies in production and distribution, magazines are now organizing into groups, of which perhaps the most powerful is the one *Good Housekeeping Magazine* now becomes identified with," said Herbert Myrick.

It is understood that Mr. Myrick owned the majority of stock in the *Good Housekeeping Company*.

What a National College Paper Has Done for School and National Advertisers.

College graduates send their children to preparatory school, then to college. They know the importance of choosing the *right school*.

COLLEGE WORLD enters the homes where the question is not "A School?" but "WHAT School?"

They naturally look to the paper devoted exclusively to school and college affairs for aid in choosing the school.

Therefore to the School Advertiser, the COLLEGE WORLD offers a means of finding and reaching *without waste* this class of prospective patrons.

There is but one such paper.

Is yours the right school?

To the advertiser of high grade goods, the COLLEGE WORLD offers a means of reaching *without waste* those most interested in them and with the means to buy.

All the facts on request.

COLLEGE WORLD COMPANY

1 Madison Avenue. In the Tower

New York City

An Announcement to Advertising Men



Whenever the occasion arises when a Loving Cup or Prize is to be presented to a member of your association, or league, write for our new Prize Cup Catalogue before making decisions or selections.

This catalogue illustrates a complete line of designs appropriate for all presentation purposes. We supply Sterling Silver as well as Silver Plate.

Write for Trophy Catalogue "P."

Made by the manufacturers of the famous **1847 ROGERS BROS.**

"Silver Plate that Wears."

MERIDEN BRITANNIA CO. (International Silver Co., Successor)
Meriden, Conn.

NEW YORK

CHICAGO

SAN FRANCISCO

ADVERTISING MEN'S LEAGUE CO-OPERATES ON CONVENTION.

The March dinner of the Advertising Men's League of New York, held on the 2d was largely devoted to laying the basis of an effective co-operation with other Eastern clubs in making the annual convention of the Associated Advertising Clubs of America, to be held in Boston in August, an unprecedented success. The club was addressed by Llewellyn E. Pratt, chairman of the central division, A. A. C. A., H. P. Dowst, chairman of the entertainment committee of the Pilgrim Publicity Association of Boston, in whose hands is the duty and honor of preparing for the convention, and Richard Waldo, secretary of the Eastern division, A. A. C. A., who spoke on different phases of the coming convention and its significance. A straw vote showed that a large proportion of members present intended to attend both the national convention and the preceding division meeting at Atlantic City later in the spring, which will perfect the plans for the convention.

President W. H. Ingersoll called attention to the fact that this August convention would witness the largest and most important gathering of advertising men that had ever taken place on the globe.

Participation with the Quoin Club in bringing the visiting Western delegates to New York and entertaining them here was urged by several speakers.

C. R. Lippmann proposed an exhibit at the convention of the reports of results secured by the club in its various researches.

President Ingersoll, turning to another line of thought, suggested that there was need for a movement to educate the retail dealer, who in some localities and in some respects was behind the times, and stagnant. He suggested that the absence of any adequate appreciation of advertising standards among the retail dealers in general also made some effort to educate them imperative on the part of the manufacturers.

This phase brought to mind the conception of an institute of research, and President Ingersoll declared that New York would have such an institute within five years, at least, and that one person interested in the project had promised \$5,000 when more was forthcoming. He thought \$10,000 was needed to make a successful start.

Mr. Ingersoll also stated that a movement was projected to get periodical publishers to give the best position to the best constructed advertisements, those which were scientifically "correct," in harmony with the principles being established by the inquiry conducted by Prof. Hollingsworth, of Columbia, under the auspices of the league and by other investigators. Some doubt was expressed as to the possibility of putting this suggestion into practice, but it was conceded that the effort might lead to practical gains.

The preparation of a special brand of Advertising League paper for use of the members of the league was reported.

NEW MEMBERS OF A. N. A. M.

The Association of National Advertising Managers has recently added these members: G. H. Benhardt, Smith, Kline & French Company, Eskay's Food Department, Philadelphia, "Eskay's Food;" F. M. Connable, The Rat Biscuit Company, Springfield, Ohio, "Rat Bis-Kit;" Wm. J. Ellis, advertising Manager, Schwab Clothing Company, St. Louis, Mo., "Schwab-St. Louis" Clothing; G. C. Hubbs, advertising director, United States Tire Company, New York, Continental, G & J, "Hartford" and Morgan & Wright's tires; Henry Knott, advertising manager, The E-M-F Company, Detroit, Mich., "E-M-F 30" and "Flanders 20" automobiles; Col. E. Mapes, secretary, Cream of Wheat Company, Minneapolis, "Cream of Wheat;" Alfred Paschall, advertising manager, Sharples Separator Company, West Chester, Pa.

The association now has a total of seventy-five members.

H. E. CLELAND ON TECHNICAL ADS.

H. E. Cleland, manager of the Hill Publishing Company, of New York, and Charles C. Rosewater, general manager of the Omaha Bee, were speakers at the weekly luncheon of the St. Louis Admen's League Club March 15. Mr. Cleland discussed "The Vices and Virtues of Technical Advertising," and Mr. Rosewater "Analyzing the Advertising Problem."

Mr. Cleland said that some advertising writers reminded him of a "Mother Hubbard," "covering everything and touching nothing." It was also a mistake, he thought, for copy writers to describe the value of an article in technical language and style instead of using plain words. He praised the advertising power of technical magazines and journals.

THE BACK STAIRS IDEA OF THERMOMETERS.

NEW YORK, Mar. 10, 1911.

Editor of PRINTERS' INK:

I have just been reading your article, "How Thermometers Might be Advertised."

Norah has the thermometer for testing the baby's bath licked a mile.

Which I state merely to show you that you must analyze market conditions before you theorize. You must have heard of her method: if the baby turns red, the bath is too hot; if the baby turns blue, the bath is too cold. What's the need of a thermometer?

GEORGE P. METZGER.
Advertising Manager.

The Boston Automobile Show recently held was one of the most successful shows of its kind ever held in this country. The Boston newspapers published automobile sections and all carried an immense amount of advertising during the week for automobiles, motor trucks and accessories.

Metropolitan Boston
has a population of

1,423,431

The Boston Traveler

has the second largest evening circulation
in this territory.

REGAL SHOES

A Famous New England Product

New England was famous for good shoe-making before Regal Shoes were ever heard of, but while we cannot claim to have helped in creating that reputation for her, we claim a goodly share of helping to maintain it.

Regal Shoes are made *just as well as ready-to-wear shoes can be*. They always have been, and they always will be. There is no leather, no machinery, no experience, no care, no skill that can make them any better.

And there *is* a New England product that we can justly claim to have originated. That is the Regal Selling Plan. The "factory-to-wearer" idea was ours, and while it has been freely copied we still remain its principal exponents.

Just lately we have announced a very important development of the Regal Selling Plan. This is the plan of pricing shoes just as other necessities of life are priced—at a *small, definite profit over cost*, and without regard to the traditional price scale by which good shoes have always been sold in multiples of the half-dollar.

Regal Shoes are now sold at

Cost, Plus Five Per Cent

(with selling expense added). The price of each shoe is certified by chartered accountants and stamped on the bottom AT THE FACTORY.

Regal prices are now \$3.35 to \$5.85. Sold in 1000 Regal Stores and Agencies.

REGAL SHOE COMPANY
BOSTON, MASS.

Baker's Breakfast Cocoa

A delicious drink
pure and healthful



Reg. U. S. Pat. Off.

"It soothes both
stomach and brain,
and for this reason,
as well as for oth-
ers, it is the best
friend of those en-
gaged in literary
pursuits."

Genuine made only by
Walter Baker & Co. Ltd.

ESTABLISHED 1760

SINGAPORE

Waterbury, Conn.

This is the center of the brass industry and has a great variety of other manufactures, the average wages are good and the city is growing. There is a 60% growth in population since 1900.

The Republican

This is the paper that interprets the spirit of the times in Waterbury. It publishes daily and Sunday and has the largest circulation of any Waterbury paper.

Circulation examined by the A. A. Only Waterbury paper permitting any circulation investigation by foreign advertisers. It carries more general advertising than any other Waterbury paper and offers hearty co-operation to its advertising patrons.

JULIUS MATHEWS,
Representative.

BURLINGTON, VERMONT

Vermont's largest city and principal wholesale center.

Free Press

Largest circulation of any Vermont paper. By far the largest city circulation of any Burlington paper.

Covers 100 R. F. D. routes.

Carries more local and general advertising and prints a greater amount of news matter than any other Burlington paper.

Circulation examined by Association of American Advertisers.

A Roll of Honor paper.

JULIUS MATHEWS,
Representative

ADVERTISING TO OFFSET A FREIGHT HANDICAP.

HOW GOOD DISPLAY MADE CONSUMERS AND DEALERS WILLING TO PAY MORE FOR A GOOD PRODUCT—FREIGHT RATE INCREASE NOT FEARED—REPUTATION THE AIM.

By Gold Williams,

Manager the Marquette Cement Manufacturing Co., Chicago.

Very few not directly connected with the cement industry of the United States realize the effect upon the marketing of cement of freight paid to the transportation lines, first by the producer, but, really, in the end, by the consumer of the Portland cement.

Cement is a very heavy commodity, and, considering its bulk and weight, is handled at a low rate compared with other low value commodities, but it weighs so heavy that even a low rate is a big item in the selling cost to the consumer—sometimes as much as forty per cent of the selling price.

Our works are located practically in the heart of the Central West, yet, because of the freight charges, we have found it more or less difficult to spread our Marquette Portland cement over the territory that should naturally belong to us and our competitors operating under practically the same conditions. In an effort to overcome this obstacle, we have carried on a vigorous advertising and selling campaign, working hand in hand. With our works located at La Salle, Ill., on five trunk line railways, it would naturally be fair to presume we should be able to market our product within a circle prescribed by a radius of approximately four hundred miles, from La Salle as a center, based on present freight rates. Within this territory, there are a half-dozen or more competitors who sell under the same conditions, and, according to the best information we have, do not sell in as wide a territory as we do.

Several years ago, we began a more or less extensive advertising campaign, which was closely

followed up by the sales department. We used cement and allied industry trade papers, farm papers, daily papers and country weeklies. In placing each contract, we aimed to only use such papers as circulated in territory which we considered properly belonged to us. In addition, we used many papers and mediums, located on the outskirts of our territory, with a circulation lapping over into territory in which we had not previously sold. The first year, we spent a considerable sum, the next year we spent twice that amount, and the third year three times that amount, with the result that we have been able to convince the consuming public Marquette cement was a lot better than the other Portland cements, and were able, in innumerable instances, to reach out into towns and cities beyond our natural territory.

This advertising, in addition to increasing our business, has interested a large number of people located directly within our own territory, who previously were not interested in Portland cement. In all of our advertisements, we offered to send to any one booklets and other printed matter, descriptive of large work where our cement was used, and pamphlets telling in simple language, how to use Portland cement for the many uses that every one should have for it.

It is my firm conviction that there is now more Portland cement used by the small-farm trade and village trade in the Central West, than in any other portion of the United States. This clearly shows the benefits derived from advertising, for the cement industry has been established in the Central West about fifteen years, and something like thirty in the eastern portion of the United States.

Throughout our campaign, we have worked hard with the dealers, sending them frequently pamphlets and booklets containing reproductions of our advertising, and talks on what we were doing to help the dealer to increase his business, thereby putting

BARRE Vermont

Is noted for having the best all-round granite in the country, and its only newspaper, the

Daily Times

comes near being in the same class with its granite among small-city dailies. It circulates over 5,600 copies daily and covers its territory thoroughly. If you go into Vermont with your advertising you want to be sure and include the Times.

*JULIUS MATHEWS,
Representative.*

BENNINGTON, VERMONT

Ten large underwear mills. Knit goods, woolen mills, machine shops, paper mill machinery, wood working establishments, collar and cuff factories and a number of other live manufacturing enterprises.

The Banner

Only daily in a County that has a population of 22,000.

We give the people of this city and county a live local daily. A daily that is looked forward to by these families because in addition to general news we rake the section with a fine tooth comb for items of special local interest and publish them while they are fresh and newsy.

Permission given A. A. A. to examine circulation.

*JULIUS MATHEWS,
Representative*

"A clean tooth never decays"

Prophy-lactic

Tooth Brush

**Cleans the Teeth—
not merely
brushes them**

The object of brushing your teeth is to clean them.

And that can't be done by "hitting the high places" only.

It's between the teeth that uncleanliness lodges. Between the teeth decay starts.

The Prophy-lac-tic

Tooth Brush gets between the teeth and around them. The tufted bristles are so shaped and arranged that they reach every depression and crevice.

The curved handle of the Prophy-lac-tic gives perfect access to all parts of the mouth. Rigid or flexible handle. Bristles hard, medium or soft.

Every Pro-phy-lac-tic is fully guaranteed. If defective, we will replace it. Each is sterilized and in an individual yellow box, which protects against handling.

Our interesting booklet—"Do You Clean or Brush Your Teeth," is yours for the asking. Send for it.

FLORENCE MFG. CO.

90 Pine Street Florence, Mass.

Sole Makers of Pro-phy-lac-tic Tooth, Hair, Military, Hand and Lather Brushes



money in his pocket, which hits the bull's-eye with all retailers.

Recently the carriers in the Western territory proposed a twenty-five per cent advance in the freight rates on Portland cement, which, under ordinary conditions, would have further reduced our territory, but we were not afraid, as previous experience had taught us that we would be able to hold the major portion of our business cut off by the advance by reason of our advertising, and a loss would be more than taken up by the increased consumption in the territory contiguous to our works. In many localities, where the freight rates were unfavorable to us, we deliberately went into the town and advertised that Marquette cement would cost more, because of the freight, but that it was worth the difference. We succeeded, in some instances, in selling as much as 2,000 barrels, or 8,000 sacks in towns of from five hundred to a thousand population, where we had previously been unable to do business. In all of our advertisements, wherever possible, we would show the dealer's name at the bottom of the advertisement, sometimes before we had sold him. This was a rather discouraging method at first, but they finally saw the light, and began to handle Marquette, although it cost them more money than they could buy competing brands for.

In looking at this matter from another viewpoint, it must be considered that we were the first concern in our line of business to adopt the daily and weekly newspapers as a medium to reach the cement-consuming public. Heretofore, practically every cement manufacturing concern had used exclusively only the cement trade journals, which, by reason of their very life and interest, are read largely by people engaged in or interested in the production of Portland cement, and not by the people who use it. We have built up a clientele that our competition will have great difficulty in weaning away from us, even if they adopt our methods.

Notable Advertising Gain

The Evening Telegraph of Philadelphia made the phenomenal gain of 909,558 lines of paid advertising last year over 1909.

This increase was due, in part, to the rapid growth in circulation which *The Evening Telegraph* enjoyed in 1910. According to the auditor's report the average circulation for January, 1910, was 72,755 copies. The net paid average for the year was 110,721 copies, an increase of 37,966 copies over the average for the first month.

The Evening Telegraph is being largely used by both local and national advertisers.

The Evening Telegraph
is the **ONLY** newspaper
in Philadelphia that reg-
ularly carries the adver-
tising of **ALL** department
stores of Philadelphia.

February average net paid daily circulation, 107,943. Over 90% is concentrated in Philadelphia homes. Write for more news of the Philadelphia advertising situation.

J. F. KELLY
Advertising Manager

Montpelier, Vt.

Besides several manufacturing industries and extensive granite quarrying, Montpelier is one of the trading centers of a fertile farming district.

The Argus

is the recognized leading Montpelier daily.

It is the evening paper—the "home" paper—the paper that gives advertisers RESULTS.

Circulation examined by American Association of Advertisers.

Roll of Honor paper.

JULIUS MATHEWS,
Representative.

St. Albans, Vermont

St. Albans, Swanton and St. Albans Bay have very close to 12,000 population.

In addition the railroad makes a special rate once a week, from several surrounding towns, bringing the trading population that a St. Albans retailer can count on up to over 20,000 population.

The Messenger

has full day service of Associated Press and local news reporters in all these towns in Northern Vermont to whose trade its local merchants cater.

Has a practically exclusive field in Northern Vermont. Circulation examined by Association of American Advertisers.

JULIUS MATHEWS,
Representative.

A PIANO DEALERS' PRIMER OF FREE ADVERTISING.

A NAIVE SET OF MINUTE DIRECTIONS THAT TAKES THE DEALER CAREFULLY BY THE HAND AND PILOTS HIM SOLICITOUSLY TO FREE READING NOTICES—DESIRE IS TO SECURE SIMULTANEOUS NATIONAL PUBLICATION OF SAME ITEMS.

The National Piano Dealers' Association has not missed the fact that the newspapers are lavish in giving free advertising to the automobile interests and accordingly is asking to be favored likewise. It is conducting a hard-and-fast campaign, sailing under no false colors, for its portion of free advertising.

As one piano man expressed it: "The piano is even more widely used than the automobile; it is just as important in our national scheme of social life and it merits, as a means to more enjoyable living, just as much attention from the newspapers. Besides, we buy heavily of advertising space, and we are after what we are entitled to."

So the National Association prepares a pamphlet, dated March 4, 1911, which, as a "how to" set of directions "takes the cake" for naiveté. The piano dealer who does not secure free publicity from his newspaper after reading this circular will have only himself to blame—for the procedure is most minutely laid down. The "publicity instructions," as they are termed in the headline, are as follows:

PLEASE READ CAREFULLY.

The National Association of Piano Dealers of America desire to gain for the piano business the same publicity through the reading columns of the newspapers that the automobile industry has so long enjoyed. This publicity was obtained by the automobile makers in exactly the same way as the National Association are now undertaking. Please help the Association by carefully reading and following these directions.

PLEASE READ AND OBSERVE CAREFULLY.

1. With these directions you will receive a number of newspaper reading notices. Hand these free reading notices, one at a time, to the advertiser.

ing solicitor of the newspaper in which you advertise. Give out one notice only to each paper, in turn, a few days in advance of the date indicated on such notice, as it is desired that each notice shall appear on the same date in all the cities throughout the United States.

2. Tell your advertising man that you prefer to see the article published in the musical column. If there is no musical column, then in some other suitable section of his paper. Unless you have good reason to do otherwise, give these free notices to the press only through the advertising solicitors of your different papers.

3. On the day the notice is to appear, look for the same in the paper, observe whether it is printed in full or only in part, and thereafter favor, so far as possible, those newspapers which print these reading notices in full.

4. If any newspaper fails to use the free reading notices on the date specified, call the attention of the advertising solicitor to the fact and urge him to see that his paper publishes them. If still the notices do not appear, inquire of the advertising solicitor why his paper refuses to print these interesting and instructive reading notices. If you get no satisfaction from your advertising solicitor it may be better to call at once on the business manager, or managing editor of the newspaper and explain that as the newspapers have favored the automobile industry with free reading notices, you cannot understand why the same courtesy cannot be extended to the piano dealers. Explain that the piano is fully as important an article of commerce as the automobile, and that its influence is far more elevating and refining, while its educational value should be recognized and encouraged by every newspaper in the country. Explain to the editor that these articles advertise no one piano and no one manufacturer, but have each been prepared to be both instructive and entertaining, and that they are of real benefit to the piano owners in instructing them how to take proper care of their instruments.

5. In case of absolute and unreasonable refusal on the part of a newspaper to print these notices, it may be advisable, in some cases, for the dealer to threaten to withdraw his advertisements. This, of course, must be left to the judgment of each dealer, but the Association believes that piano dealers are entitled to this courtesy from the newspapers in which piano dealers spend so much money for advertising.

6. If the newspapers are brought to realize that piano dealers are as much in earnest about this matter as the automobile dealers are, there will be no difficulty in getting any reasonable publicity for our business. It is well worth the time of our dealers to use their influence with the newspapers to this end, and to show them that the piano men desire, and, in fact, demand an equal show with the automobile enthusiasts, and the dramatic artists who get far more free advertising than the piano men will ever ask for.

7. The advantage of having such notices published from week to week will

Salem, Mass.

Here are located 143 industries whose salaried officials draw much over a quarter of a million dollars yearly and whose 5,000 to 6,000 operatives over two and a half million dollars per annum in wages.

The manufactured product is valued at over \$12,000,000.

Salem News

Has a daily circulation of over 18,500. It covers Salem, Danvers, Peabody, Beverly, Manchester, Essex, Hamilton, Wenham, Ipswich, Rowley, Topsfield and Boxford.

Nearly all its circulation is home delivered by carrier.

JULIUS MATHEWS,

Representative

LAWRENCE, MASS.

One of the most prosperous of the manufacturing cities of New England. Its great industries keep a population of 80,000 well supplied with the "wherewithal."

The

Telegram

has a larger circulation than its nearest competitor, simply because the Telegram is the best paper. Detailed circulation statement to Asso. of Am. Advertisers and permission to examine.

Only Lawrence paper having leased wire service of the Associated Press. Exclusive "Beacon" Financial News Service. Maintains largest and best local equipment.

JULIUS MATHEWS,

Representative.

FITCHBURG, MASS.

With a population of somewhat over 37,000 we have an annual payroll of \$3,000,000.00 and the production of manufactured goods amounts to \$16,000,000.00 annually, and financial institutions with \$20,000,000 of available funds.

Fitchburg is growing. A five-year record shows these increases—Co-operative bank deposits 23%, National 39%, Savings 21%, Post Office receipts 46%. Taxable Property 10%.

The Sentinel

This is Fitchburg's paper. It is a two-cent evening paper. With this paper alone you may tell your story to nearly every newspaper reading family in this busy center.

JULIUS MATHEWS,
Representative

Northampton, Mass.

and Easthampton have a combined population of 27,000. A number of active manufacturing concerns here employ over 5,000 operatives, of which fully four-fifths are skilled labor. A prosperous agricultural section surrounding.

The Gazette

The local daily for Northampton and Easthampton.

Only local daily permitting examination of circulation by the **A. A. A.**

THE GAZETTE has at least FOUR times the circulation of any other local paper. Goes into four-fifths of the homes in its field and in most of them it is the only daily paper taken.

JULIUS MATHEWS,
Representative.

be appreciated by every thoughtful dealer. A renewal of interest in music and increased knowledge regarding little piano troubles which cause the dealer much annoyance and more sales of musical instruments must result.

8. Let every dealer, both in and out of the National Association, take personal interest in this publicity matter. Make it a personal issue with the papers in your city, and we will soon find that fertile seeds of profit have been sown in productive soil.

N. B.—Be particular to give but one article to one paper in your city, to appear on any one day, and select, so far as possible, the paper with the best circulation. It would be asking too much for two papers to print the same article on the same day, unless experience shows you that the papers in your city prefer to do this. Articles that follow from week to week may be handed to other newspapers which are favored with your piano advertising. Clip out each article as it appears and forward them with memorandum of the name of the paper and the city where published, together with date of publication, to Mr. D. E. Woolley, 1118 Chesnut street, Philadelphia, Pa.

SUIT IN CHICAGO OVER A PIANO PUZZLE.

A suit growing out of a piano house advertising contest has been started in Chicago. Alleging that his son had not received the advertised prize for which he made a successful guess, Warren Pease, Sr., an attorney, is suing the R. K. Maynard Piano Company for \$150.

The piano firm had advertised prizes for solutions of a certain puzzle, offering amounts of \$250 down to \$75 each.

Pease contends that the wording of the ad tended to show the correct solutions would be rewarded by actual cash, but he says he found that the checks given out were made payable to John M. Barnhart, advertising manager of the piano house, and in the lower left-hand corner was a statement that the check was "good only as part payment for any piano or player-piano," etc., "if presented on or before February 25, 1911," and that "not more than one of these checks would be accepted on any one piano."

The son of the attorney received a check of this kind for \$150, for which cash payment was refused.

The Denver fire and police board recently removed an obnoxious sign-board in front of a tailor shop on Larimer street. The sign was five feet high and thirty feet long. It bore the legend in huge letters: "Clothing Given Away." A closer inspection revealed that between the gigantic words "clothing" and "given" there was a very small "almost."

J. G. Henderson has resigned as advertising manager of the Elliott-Taylor-Woolfenden Company, Detroit, and H. P. Grummond, of New York and Denver, has succeeded him.

SIR FRANK NEWNES GUEST OF MAGAZINE MEN.

Nearly all of the leading American magazines were represented at the complimentary luncheon given March 13 by the New York Press Club to Sir Frank Newnes, chairman of George Newnes, Limited, the English house which publishes what the toastmaster, C. E. Macauley, called a "bouquet of magazines," consisting of *Tit-Bits*, *The Wide World*, *The Strand*, *The Ladies' Field*, *Country Life*, and others.

In his remarks, Sir Frank said that he believed that the papers published on either side do much to keep up the good relations between the two countries.

"The work that my father did in inaugurating the house of Newnes is a matter of great pride to me," he continued. "He built the house to what it is to-day, and yet he started in 1881 with no money at all and not an atom of journalistic experience. When he finally managed to launch *Tit-Bits*—that was his start—it was published from quarters for which he paid 3s. a week rent. When he sent his first four quires to the news company in London they were returned to him with the explanation that there were already too many papers on the market. That was in 1881."

Robert U. Johnson, editor of *The Century*, when called upon, rejoiced that the magazine men could all sit down and dine together peacefully, for there was no cutthroat competition between them. "The success of one," he said, "is the success of all."

Robert H. Davis, of *Munsey's*, spoke briefly. Among the others present were S. S. Blood, of the International News Company; A. St. John Brenon, the musical critic; Albert Britt, of *Outing*; E. L. Burlingame, of *Scribner's*; Fred A. Duneka, of *Harper's*; Charles Dwyer, of the *Ladies' World*; Benjamin B. Hampton, of *Hampton's*; Fred C. King, of the *Literary Digest*; George Haven Putnam, John Adams Thayer, of *The Smart Set*; William A. Taylor, of the *Associated Sunday Magazine*; R. H. Titherington, of *Munsey's*; Courtland H. Young, who publishes *Young's Magazine*; Hayden Carruth, of the *Woman's Home Companion*; Melville White, of *Adventure*, and John H. Schleicher, of *Judge* and *Leslie's Weekly*.

"I am very much interested to learn how great is the power of your press here in influencing political opinion," said Sir Frank afterward. "Frankly, the power of the English press is waning in this respect. The bulk of our papers are Conservative, and the Liberals have won the last three elections."

He said that he was interested in the matter of the proposed raising of the postal rates on second-class matter only in so far as it affected the American circulation of his magazines.

"As to whether it will be put through," he said, "it all depends, it seems to me, on the political power of your magazines."

The Bangor, Maine Commercial

offers Advertisers the most Powerful Advertising Influence that can be brought to bear on Maine Trade.

The combined circulation of the Daily and Weekly is the largest in the State.

Daily, 10,000; Saturday Daily, 11,000; Weekly, 28,000.

The Commercial covers like a blanket Eastern, Central and Northern Maine, which is rich in agricultural products and diversified manufacturing industries.

Maine is about as large in area as the other Five New England States combined, and the Commercial covers two-thirds of its area.

J. P. BASS PUB. CO.
JULIUS MATHEWS,
Representative.

Biddeford, Me.

and Saco have 25,000 population. Millions invested in factories. Over a million dollars spent on improvements by one corporation. 1,500 mechanics employed in making looms and mill machinery.

The Journal

Biddeford's best paper. Largest circulation of any Biddeford paper.

Circulation examined by A. A. A. Exclusive Assoc. Press.

JULIUS MATHEWS,
Representative.

Lewiston, Me.

with Auburn has a combined population of over 35,000. 7,500 hands employed in cotton and woolen mills.

The Sun

Circulation examined by **A. A. A.**
Average circulation for February, 1911, was

5,710 Daily

A local circulation, almost wholly in the Lewiston-Auburn trading zone.

The Lewiston Daily Sun is the only daily paper that can be delivered on all the rural free delivery routes in this section the day of publication. On many of these routes it is practically the only daily taken.

The *SUN'S* recent purchase of its building ensures it a Permanent Home in its present central location.

JULIUS MATHEWS,
Representative.

Advertising Executive

I am a user of advertising to create sales for the manufacturer, as distinguished from the ordinary advertising manager whose only formula for success is "large appropriation."

I believe that the advertising manager's remuneration should be based on the results achieved on sales rather than on the amount of money expended.

I am capable of assuming entire charge of the advertising work for a good-sized manufacturing concern.

I am a believer in the practically inseparable relations of consumer advertising and promotion work on the dealers.

As to remuneration, it must be at the outset sufficient to support me comfortably in the city of employment.

I will rely on the results of my labor to soon produce for me a liberal compensation from a fair-minded employer.

Address, "PRODUCER,"

Care Printers' Ink New England Office, 2 Beacon St., Boston, Mass.

FIVE AD CLUB MEN TO STEER BUFFALO PUBLICITY.

With the announcement of the resignation of William S. Crandall as publicity commissioner of the Chamber of Commerce, of Buffalo, comes the statement by President Robertson that Buffalo's publicity campaign will hereafter be directly in the hands of the new publicity committee of five men, as follows:

Chairman, C. E. Brett, advertising manager, the William Hengerer Co.; vice-chairman, Carl J. Balliett, advertising manager Foster-Milburn Co.; De Forest Porter, advertising manager, The Sweeney Co.; C. Arthur Spaulding, publicity director the New York Telephone Co.; Finley H. Greene, secretary the J. N. Matthews Co. and advertising manager the Matthews-Northrup Works.

Chairman Brett states that the advertising of Buffalo will be conducted along the same lines as are the advertising plans of a large business corporation. The committee will meet weekly or oftener, and A. F. Oshorn has been selected as its secretary.

Mr. Brett was the first president of the Buffalo Ad Club, and Mr. Balliett is its present vice-president.

The Buffalo Chamber of Commerce raised last year a fund of \$100,000 to be spent in two years in advertising the city, attracting new industries and securing conventions, and the work has progressed to such an extent that the New Industries Bureau has landed at least one important industry during each month of its existence, and the Convention Bureau has booked forty-five conventions, some of them of great magnitude.

The publicity work has been largely local so far, and much time has been spent in perfecting bureaus to systematically handle inquiries and supply information. All details are now ready and attention will be given immediately to direct and indirect appeal to manufacturers everywhere.

COMPETITOR'S DITTO UNDER AD.

That the "art" of advertising was understood over one hundred years ago is shown by a copy of the *Suffolk Gazette*, published in Sag Harbor, N. Y., in 1803, by Alden Spooner. Asa Partridge, general storekeeper, advertises a long list of articles, his space taking up nearly a column. A competitor carries but one line of space beneath the Partridge advertisement. It reads: "Me, too, Jesse Hedges."

The Leslie-Judge Company announces the appointment of W. A. Ullrich as Western representative for Judge, with offices at 1036 Marquette Bldg., Chicago. Mr. Ullrich also represents *Sis Hopkins* and *Judge's Quarterly*.

Verree & Conklin, Inc., have been appointed Eastern representatives of the *Winnipeg Telegram* and the *Farmers' Weekly Telegram*.

HOW WINNIPEG PROMOTES ITS COMMUNITY.

The community-promoting activities of the Industrial Bureau of Winnipeg, Manitoba, as reported at the annual meeting recently held, should be of interest to American communities engaged in the same progressive movement. It appears that a civic grant was made the bureau which enabled it to carry out some of the plans summarized as follows in the report of President E. W. Heulbach:

"The plan for assisting British workmen to bring their families to Winnipeg; the annual business men's trip through the western provinces; the practical educational campaign in power development carried out in assisting the city in the annual electrical show at the Winnipeg Industrial Exhibition; the plans furthered for a permanent exhibit of our natural resources and manufactured articles; the special efforts on the part of our convention and reception committees for the promotion of conventions and the entertainment of visitors to our city; participation in the civic work of investigating and reporting upon plans, complaints and requests from manufacturers; the endeavors on the part of the bureau board in the peaceful settlement of industrial disputes between capital and labor; investigations carried out with reference to the utilization of waste products—particularly the flax straw industry—the excellent plan carried out for a permanent Winnipeg display at Philadelphia; the appointing of a special commission to make personal calls upon manufacturers interested in locating industries in Winnipeg."

A thorough canvass of the industrial resources of Winnipeg is announced as revealing a rate of growth placing her "foremost among the cities of the whole continent."

For Canada's International Exposition and Selkirk Centennial, to be held at Winnipeg in 1914, the city has voted \$500,000 and the citizens have subscribed for an equal amount of stock. The Dominion Government has also authorized a grant of \$2,000,000.

Advertising to the amount of more than \$8,000 has been done, and printing of booklets, etc., \$3,500. Much interest has been aroused in England.

♦♦♦
The *American Artisan* window-display manual is a new book, with the purpose of serving the retail merchant and particularly the retail hardware merchant. For a number of years *The American Artisan and Hardware Record* has been conducting hardware window-display competitions, offering each time \$100 in cash prizes. Many of the most effective displays are shown in this manual, having previously appeared in the *Artisan and Record*.

G. W. Deming has left the Wertheimer-Swartz Shoe Company, of St. Louis, to assume direction of The Fleming-Van Brook Company, of St. Louis, which firm will conduct an advertising agency.



The Effective Way to Keep Your Name Before the Buyers

Here is a "sales-aid" that really will promote sales by securing the buyer's good will and by serving as a constant reminder and a suggestion to *order* your goods.

A SOLID 14kt. GOLD DIAMOND POINT SAFETY CLIP FOUNTAIN PEN

—with *your name* on the holder in any color enamel.

—and our guarantee of absolute satisfaction to the user.

From \$30 to \$100 per hundred.

This Sterling silver fountain pen, \$1.00 each, as a sample of our better quality Pens.

Just write us what price pens you would like to test and we will gladly send samples.

Other fountain pens with gold-plated nibs from 10c. to 25c. each in 500 lots for promiscuous distribution.

Diamond Point Pen Company

86-88 E. Fulton St., New York
Largest Manufacturers in U. S.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1008. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, March 23, 1911.

Progress and "Package- Madness"

The phenomenal development and extension of the package idea continues to incite economic pessimism. The memories of village store scoop-barrels are confused with the halos kept for romantic old things. As each new package appears, our modern economic pessimists heave another sigh for "old days." Here is a sample sigh from an editorial in the New York World:

People, and especially poor people, are paying dear for convenient casings inconvenient to get rid of. A few ounces of sliced bacon packed in a tumbler, a mouthful of cheese in a tiny porcelain pot, three cents' worth of candy in two cents' worth of box, are common extravagances.

Paraffin containers for milk may be a cleanly and economical idea, since bottles often break and milk is easily contaminated. But there is no menace in the old-fashioned hunk or fitch of bacon, nor in the split codfish in the crude form that Emerson praised, nor in "bulk" oatmeal or crackers from the barrel our elder statesmen knew in the village stores where they threshed out weighty themes in high debate. It is a package-mad age; and mania must be paid for.

Scientific historical accuracy, however, compels the recording (alongside of the now threadbare idyl of cracker-barrel philosophy) of the outrageous but important historical fact that in the heat of arguing weighty themes the codfish box or the biscuit barrel were frequently mistaken for the sawdust box. What else *didn't* get into open receptacles for bulk goods, was only limited by a highly beneficent Providence, and tolerated solely through the sweet innocence of ignorance.

The ever-present error in the objections to package goods is that no one is clubbed into buying them—the "bulk" stuff, of which these poetizers of the past sing so persistently, is still with us and as cheap and as dirty as ever. Whoever has any inclination may still freely buy. No one is being coerced; neither the Constitution nor the sacred anti-trust laws are violated one tittle. The only change that package goods has brought about is the modest, but patriotic one of equality of opportunity. The housewife with aseptic eyes who revolts at the "bulk" stuff is no longer *compelled* to buy it whether she will or no. The "poor" for whom much ranting is done against the package, still can get all the bulk stuff it wants.

But there is a strange lack of consistency in the urgency of bulk stuff on the poor by the solicitous friends of the down-trodden. At the Child Welfare Exhibit in New York some weeks ago there were most impressive booths teaching sanitation and sterilization of food, etc., for the children of the poor; but right beside these were booths with placards urging that to economize, *nothing should be bought in packages, only in bulk*. Why lock securely so many other doors of a house, when the front door is left wide open for the hated invader, the germ? Why carry home sterilization so far and so expensively (for the poor) and nevertheless urge upon them one of the chief rendezvous of germs, the open box and barrel of food?

To see an untidy Italian fruit-

ever pinch dates from a box with his bare hands, for instance, is to feel instinctively the attractiveness, and even economy, of the very latest of package things, a package date at little perceptible raise in price or lowering of quality.

The Circularizing Delusion

However open-minded an advertising man may be concerning the proposed second-class postal changes he cannot help feeling how utterly amateurish has been almost all of the opinions put forward by critics of publishing and advertising.

It was said for instance before the close of the recent congress, that it should matter little to the Government even if the proposed tax on magazine advertising did drive advertisers out of the magazines. They would then use circulars, it was blithely argued, and Uncle Sam would get still more postage!

The spectacle of the National Biscuit Company or the Procter & Gamble Co. circularizing the American housewife through the mails, is almost comical if it were not so nearly imbecile. Assemblyman Fry introduced into the New York legislature recently a bill providing a penalty for stuffing handbills into letter-boxes and doorways. This bill simply represents a now universal distaste for the circular, as well as concern for municipal cleanliness and conservation of energy. In the old days, when circularizing was popular, one of the shrewdest of the circularizers declared that he was perfectly aware that two-thirds of his circularizing was pure waste, but he didn't know how to do any other kind! Needless to say this same advertiser years ago learned how to do periodical advertising and has long, long ago quit circularizing except through dealers.

The circular sent through the mails is not one whit less of an intruder than the "dodger" distributed locally. It has no standing in the consumer's mind, even if it gets to him. The periodical,

on the other hand, is deliberately chosen, sought out and paid for by the reader with the complete understanding that it is to be partly advertising. The fact that the average reader wants his advertising just as much as his reading matter was rather lost sight of in the recent postal excitement.

If advertisers should suddenly, by some unimaginable calamity, be compelled to go back to circularizing again, a more severe dent in business progress would be made than any panic which Wall Street gymnastics have ever been able to accomplish. There are still too many who have a hankering for circularizing. A Western manufacturer asked C. M. Post not long ago where he could get a list of names to circularize his product, and Post told him in no uncertain words how mistaken he was and how expensively foolish his proposal. Old superstitions are hard to eradicate.

Neglected University Oppor- tunities

Although Columbia University, located in the midst of a five-million population, has an evening university curriculum which has immense attractions, there are classes in which there are actually but *two pupils!*

Pratt Institute, whose advantages in evening courses have become known, has a *waiting list* for the same courses so scantily attended at Columbia. The Harvard School of Business Administration, splendidly conceived and much needed, is known to but a slender circle of people and its classes are lamentably slim.

Why is there not more businesslike administration of the affairs of our universities? It is the merest absurdity to reply that any proper conservatism is in the way of advertising. Proper conservatism should apply itself to shaking off the press agents and not to passing up a display advertising campaign. It is a disgrace to American educational ethics that one of our most famous universities retains a

New York press agent firm to "keep the name before the public."

Meanwhile not a stroke of creative work is being done by any university to reach parents and young people and inform and convince them of the benefits of university life. It is assumed that people know, but they don't. There are widespread prejudices, notions and mistaken ideas about university education. Many people presume it is outside of their means, when it really isn't.

Modern universities have most remarkably varied things to offer. They are veritable department stores of education. Columbia University has a course in optometry—poorly attended, of course. The University of Wisconsin has just announced a course in agricultural advertising. In the Wisconsin legislature recently a bill was introduced calling for an appropriation to advertise the benefits of this wonderful university to the citizens who finance it with their taxes. In many other ways the tendency of the universities to get closer to the life of the people is apparent, and every step taken in this direction calls more loudly for sane and informative display advertising. Only the absurd notion that advertising is a fanciful expense is in the way of remunerative and up-building work for the spread of higher education. American people, of all the nations, have the money for higher education, but their parents and grandparents never knew much about higher education and must be taught.

A Book About New England

Survey of New England, and the first fruits of that work is a book of 446 pages entitled "New England: What It Is and What It Is To Be." This book has been prepared under the direction of a Committee on Industrial Survey, consisting of Messrs. Walter M. Lowney, George S. Smith and

The Boston Chamber of Commerce has just completed an Industrial

George B. Gallup, and edited by George French. The text has been written by some twenty-five men who are authorities, and by the editor. There are many illustrations from photographs, some of them especially taken for this book. The method of the book is somewhat unique. No attempt has been made to catalogue the big industrial facts about New England, and only so much history is cited as to make the facts intelligible. There has been no attempt to "boost" New England, in the usual meaning of that term. The facts are soberly related, and the opportunities are indicated with restraint. The facts and material furnished have been woven into a narrative, thus avoiding the distracting quality that usually attaches to books written by many hands.

It is an advertising effort of a grade rather new to boost literature, and carries the assumption of permanency of interest and steady forward purpose which insures confidence in the continuity of the new spirit of old New England.

The keynote of the book is that New England is now—in consequence of the new knowledge of the soil and the new methods of agriculture; because of the new conception of waterpower for factories and general purposes; because of the new methods in manufacturing, the new spirit in business, and other elements of business that are essentially revolutionary—the most promising field for enterprise in the United States. This proposition is abundantly proved in the twenty chapters of this book.

The semi-monthly luncheon of the Pilgrim Publicity Association was held at the American House, Boston, March 6. The guest of the meeting was Edward C. Mansfield, postmaster of Boston, who spoke on the postal service as it is carried on under his jurisdiction.

The Paris, Ill., Business Men's Association has passed a resolution forbidding members to advertise on entertainment programmes, premium lists, fans, calendars, etc.

The University of Illinois plans to add a school of journalism, with courses in advertising and business administration.

Between the Acts.

LITTLE CIGARS

ALL the goodness of a big cigar—All the flavor—All the aroma—All the satisfaction—a short smoke, but a “bully” good one.



Just try having fifty BETWEEN THE ACTS LITTLE CIGARS on your desk and see how much you cut down your cigar bill. — How much generally you increase the enjoyment of smoking.

If you are not acquainted with BETWEEN THE ACTS LITTLE CIGARS, mail us your card and we will send without further cost to you a complimentary box (regular 10c size) for your personal trial.

Made entirely of tobacco, sold by all dealers in handy metal boxes that prevent breakage,

10 for 10 Cents
50 for 50 Cents

Little Cigar Department,
THE AMERICAN TOBACCO CO.
111 Fifth Ave., New York City



RESOURCEFULNESS IN SCHOOL FOLLOW-UP.

HOW PRIVATE SCHOOLS ARE DISPLAYING GOOD ADVERTISING ABILITY—CATALOGUES, BOOKLETS, ETC., PREPARED TO BRING RESULTS—CLEVER EXAMPLES OF SHREWDLY-PLANNED LITERATURE—KILLING DIGNITY A THING OF THE PAST.

By George B. Headley.

One is forcibly struck by the superiority of the catalogue, pamphlets and other "fo low-up" booklets of schools that advertise, over those of heavily endowed schools and colleges that do not. Owing perhaps to the keenness of competition among advertising private schools, their literature, mailed to inquirers, approaches in technical merit and in selling strength that put out by an enterprising commercial house.

The principal of one well-known private preparatory school for boys confessed that he prepares the copy for the booklets, etc., that comprise his school advertising with an eye chiefly to their selling effectiveness.

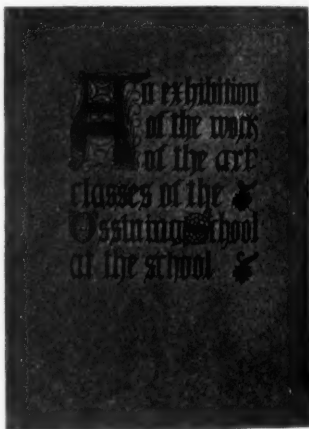
"I can remember, and it is not so many years ago," he said, "when schools were obsessed by a heavy sense of dignity. Catalogues were merely digests of courses of instruction, with perhaps a few stilted and uninspiring pages about the institution's history and aims. Some one has said that a sense of dignity has ruined more men than drink. I have known schools that have gone straight to failure, have seen it coming and have resigned themselves to it, rather than remold their efforts to secure students along thoroughly modern lines—sales lines, I believe you would call them."

He said that when he undertook the management of his school ten or twelve years ago, his first ventures in the writing of folders and other pamphlets about the school were "high-brow" and dignified to the last degree. But as he came into contact with parents looking for good schools for their

boys, he noted that they were mostly business men. The thought occurred to him, one day, as he was going over his next year's catalogue and accompanying literature, that inasmuch as these patrons had mostly to do with buying or selling articles of commerce they might read with a new interest some school-promotion material written from the viewpoint of selling.

"And what has a school like mine to sell? Why, just facilities and equipment for training a boy in mind and character. Enterprise in making those facilities known to parents desiring to find a suitable school is most justifiable, provided sensationalism is not resorted to.

"I reshaped every line of my printed matter to conform to the



TYPOGRAPHICAL GOOD TASTE.

new standard, and I have prospered, without any diminution in my sense of duty as a teacher of boys."

Some of the large universities are peculiarly deficient in this "sales" sense. This is doubtless due to the fact that they are in the position of choosers, instead of solicitors, of students. A man who has built up a good private school near New York city complained of the scant treatment he

has received from the registrar of one of these large colleges. He has several times written to him asking about some certain phases of that university's training. In each case, he has been simply referred to page so and so "of our catalogue." This catalogue is an unwieldy, and from a view-point of typography, a very plain volume. There is not an illustration in it; there is little about how the student's religious inclinations, for instance, are cared for or what provision is made for one who, while taking the course in civil engineering would also like to enjoy some of the finer things in the way of good art and good music.

As it happens, this great institution has a gallery of pictures and sculpture that is unrivaled among the colleges. It has also a chapel wherein four times a

week the best of sacred and of classical music is splendidly rendered.

Here obviously is an institution which is not doing its full duty to itself in keeping these magnificent facilities from becoming widely known. It is particularly unwise inasmuch as it is famous for its practical instruction. As a result its technical department has prospered at the expense of its arts college. The technical departments need no exploitation, but its arts department needs it sadly. Arts students are decreasing from year to year, and the brisk treatment the registrar gives inquirers is partly the reason. Good advertising in the form of well-prepared, illustrated booklets and pamphlets, pertaining strictly to the arts work, would revive this declining arts course.

It is inconceivable that our

that

just remember

THE ATLANTA JOURNAL

COVERS DIXIE
LIKE THE DEW

Daily 53,874

Sunday 57,520

Semi-Weekly

108,129

This Man Hull

is a sort of Business Bone Setter: Adjuster of Difficulties. He seems to know nearly all the rotten schemes that won't work, and that constitutes the expert in any line. Consult him if you are in doubt as to the safe and proper course to pursue. Address,

JAY WELLINGTON HULL

Tribune Building, New York

An Advertisement by Elbert Hubbard



great private preparatory schools could have grown as they have had they treated interested persons as does this university registrar. Every one of them worthy of note has a carefully planned outfit of printed information. There is not only a brightly descriptive and fully informative catalogue, but this usually is supplemented by booklets and special pamphlets on particular phases of the school's work. These have been incorporated into the follow-up as the inquiries demonstrated that they were needed.

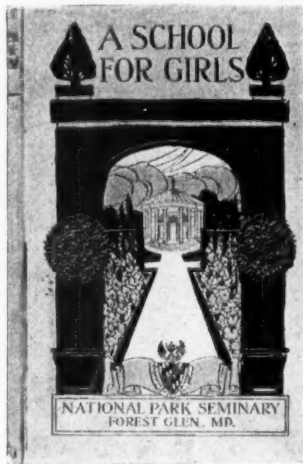
Take for instance the Ossining School for Girls, at Ossining-on-Hudson. The catalogue is as uncatalogue-like in appearance as could well be. The cream-colored paper and open print invite the eye. The explanatory pages are gratefully spared the extreme pedagogic phraseology. The catalogue has no pictures, but in a special booklet an inquirer receives a score or so of full page, finely printed halftones, in sepia, showing the surroundings and the activities of the students. A more pretentious booklet, tied together with a white silk cord, has a score of scenes skillfully executed in photogravure—school buildings, broad verandas, and interior glimpses of school and living-rooms.

In addition to these there are four-page leaflets and "insert slips" describing musical recitals, and special art exhibitions; reprints from favorable press notices of the school; a little brochure giving the programme of a typical commencement week; a card telling about certain "educational trips"; a calendar of school work; an announcement of the riding school, and a page about special regulations.

Not all of these are sent to each inquirer who has been interested by the magazine advertising. Some are dispatched in answer to specific questions. The important thing to note in this school's literature is the fact that it supplies in a courteous and satisfactory way all the information which a continuous advertising campaign necessitates.

The Ossining School is mentioned in detail because it is fairly typical. Other institutions, whose literature is as comprehensive as that of Ossining are the Ogontz School for Young Ladies, Philadelphia, Abbot Academy of Andover, the Ridge School, of Washington, Conn., the National Park Seminary, Forest Glen, Md., the Bordentown Military Institute, Bordentown, N. J., Cascadilla School, Ithaca, N.Y., the Woman's College, Frederick, Md., and others.

Some of the school heads who



A MOST ELABORATE AND STRIKING BOOK.

prepare this matter might object to a statement that their literature is "good selling stuff," but it would be true, nevertheless. These catalogues and their accompanying folders are, in most cases, instinct with the sales spirit. They approach the problem of interesting prospects in much the same manner as does a battery of follow-ups sent out by a manufacturer of furniture or automobiles. Every attention has been given to securing good typographical effect and to phrasing a description of the school's work in a manner to attract the reader.

In some cases the school princi-



A Twenty-page Pamphlet Illustrated



PERSONAL copy of this story will be sent to any newspaper man interested in the local application of this national advertising campaign.

General Electric Company
Advertising Department
Schenectady, New York

pal has anticipated objections. An illustration is furnished by the Bordentown Military Institute. An inquirer is mailed, in regular course, the usual catalogues and booklets. If then he does not respond, he will receive a clever little folder entitled, "A Wrong Impression Righted." It contains a letter from a parent who has sent his boy to another school under the impression that only ungovernable boys are sent to a military institute. Following this is "Our Reply." This goes thoroughly into the theory of a military school training, which gives discipline as well as instruction, which molds the boy into a man who shall be educated to observe the rights of others and to obey authority, where necessary, and which, in a word, makes a boy a practical man without dwarfing his individuality. The opinions of authorities on this matter are quoted. The last page of the folder has another letter from the father, who has not been satisfied with what the other school was doing for his boy and who accordingly is sending him to Bordentown, the school to which he first objected on general but mistaken grounds. A salesman trained in the metropolitan school could have done no better.

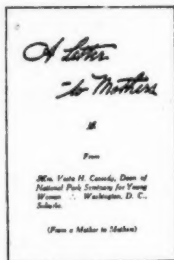
A specially fine piece of school literature, from the advertising view-point, is the catalogue of the National Park Seminary for Young Women, at Forest Glen, Md. It is a sumptuous volume of 126 pages, bound in boards, with a cover design stamped in gold and green, idealizing, in treatment, the pathway to the school. The frontispiece is a vignette halftone one showing the main buildings. The title page is printed in two colors, the type harmony showing the work of a man who knows. The text is printed on a high grade of rough uncoated paper, with deckle edges, gilded at the top. The twenty or thirty full-page half

tones of the exterior and interior scenes of the school are printed in sepia, and the edges of these cuts are vignetted. Much attention has been given to harmony of type. A simple but effective decoration at each page head runs through the book. The make-up is commendable. Some of the photographs are grouped as artistically as any magazine could do it. The text is not a specimen of "school English," but rather of idiomatic, workable everyday English—the kind of English that brings "results" to substantial commercial houses. This catalogue, like that of many other private schools, prints a list of "references" in the back, which

are similar to the "testimonials" used to good purpose by many manufacturers. Capping an artistic and most serviceable catalogue is an index. The spirit to serve those who are interested is patent to any one who examines the book.

Undeniable enterprise is displayed by some school heads in inventing resourceful advertising. The head of one girls' school has prepared a miniature pamphlet, whose cover is reproduced with this article. Entitled "A Letter to Mothers," it sympathizes to the extent of half a dozen pages or so with mothers who must now send their daughter away to school. It suggests that they may, nevertheless, derive consolation for their very natural sorrow from the knowledge that they are sending their girl to a school that will watch over her with all solicitude and care.

Another school craftily makes capital out of an address delivered by a well-known educational authority. The address, in reprinted pamphlet form, has taken a regular place in the school's follow-up literature and the intimation is that the excellent ideas held by this authority are found in successful practice in this institution.



SOMETHING A BIT DIFFERENT.

What Lists Can You Use?

THIS page is too small to show all of the 5,500 classes within our facilities to furnish, but if you will indicate just what you want, where, how many, etc., we will cheerfully submit an estimate showing the number of such classes as you may indicate, in each state if you desire, and the rate for compiling a list or addressing your postals, envelopes or wrappers, etc.

Our Library Includes all Records and Reference Books in the United States and Foreign Countries

Manufacturers, Wholesalers, Retailers, Jobber's Agents, Housewives, Farmers, Ranchmen, Elite or Wage-workers, High-salaried Men, Executive Business Men, Business Women; Prospective Investors and other Financial lists; in fact, anything that can be compiled by human minds, through AUTHENTIC sources and channels.

FACSIMILE LETTERS

THIS department has a capacity of producing 100,000 imitation typewritten letters daily. The work is positively PERFECT. Letters reproduced through our patent system cannot be detected from a letter originally dictated and written on a typewriter. We simply strike off the entire letter by our system just the same as a stenographer will tap a single key. Please ask for rates.

NEW YORK ADDRESSING AND MAILING DISPATCH

41-43 Fulton Street

New York City

The Little Schoolmaster's Classroom

"Why do you advocate a hand-lettered layout?" asks an inquirer. "The printers know what type to use if I ask for Caslon. I think they would laugh at me if I took time to letter a display line."

The answer is this: Layouts are used for various purposes. If the layout's only purpose is to show a printer the copy writer's general scheme of display, and the printer is fairly competent on ad-display and furthermore is acquainted generally with the style of display preferred by the copy writer, it is obvious that a very rough layout, quickly made, is all that is needed. In fact, if the printer is very good on ad display and the copy writer has a meager knowledge of typographical matters, it may be advisable to leave the matter entirely to the printer or to send along an old ad and tell the printer to follow that style. But a glance at the various settings produced by printers when a printing magazine has a contest on ad-display work is enough to convince any one that the *capable* advertising man is not safe in leaving the typography and arrangement of his advertisement entirely to the will of an unknown printer.

It is not a good plan to be too specific in specifying types unless the writer knows what the shop has.

Some people find it very awkward to letter with a pencil, but if one can do this with fair facility it is by far the most effective way of showing to his own eye and to the printer's the display effect wanted. Don't spend a great deal of time trying to imitate the exact type wanted; it isn't necessary as a guide to the printer; just letter the display lines about as high and as heavily as the set display lines are wanted. Sometimes when the lines are all in, the writer sees

that he has too much display and can change before the copy is set.

But the Schoolmaster's correspondent overlooks that the layout must often go before the *advertiser* and impress him favorably, and here is where the neat layout that is an accurate representation of the advertisement in print does its best work. Many an advertisement that was laid out graphically has received an O. K. where a rough diagram filled with display lines executed in slant handwriting would have failed. Agencies know this, and sometimes go so far as to have copy set up and proofs taken for the benefit of the superior impression that such work makes.

A young man who for several months had been giving much of his time to the study of advertising remarked the other day that as he had now secured the position of advertising solicitor for a magazine he did not intend to give further time to the study of the general subject of advertising! Think of it! Think of a shoe salesman who would hold that a thorough knowledge of shoes was not essential to his work or of an automobile salesman, or an insurance solicitor who would neglect to gain a comprehensive grasp of the subjects they deal with.

The young man does not know it, apparently, but a conspicuous weakness in advertising practice during past years has been the ineffective way that the average publisher and the average solicitor exploited the value of space and of advertising service. Any large advertiser and any large advertising agency will substantiate this statement. Here and there a publisher or a solicitor dug deep and told the advertiser something that enabled him to buy and to use space more intelligently, but most solicitors seemed

to work on the uninteresting fact that the publisher "needed the business," while most publishers' advertising was mere generalities or truisms.

Generally speaking, the prosperity of publishers and other space-sellers has been due to the wonderful natural growth of advertising, rather than to the skillful advertising methods of space-sellers. But to this observation should be added the qualification that during the most recent past a great change has been taking place. The modern solicitor for a mail-order publication realizes that he must be well informed on mail-order plans, copy and experiences or he will fail to command interviews and to gain the confidence of mail-order advertisers. The way in which street car advertising has been interpreted and service given by a large central organization of street-car-advertising interests affords a good example to the space-selling world, for now instead of being regarded as a supplemental medium of small importance the street-car is generally looked upon as one of the principal mediums.

Some time ago the Schoolmaster asked a number of leading advertising men: "Is it your opinion that the needs of the future will require the space-seller's representative to have a more comprehensive knowledge of the art of advertising than such men have had, as a class, during the past decade?" Every answer was affirmative.

* * *

"Service Bureaus" are growing rapidly in favor with publishers. The Schoolmaster has been particularly interested in this work of late and finds that dozens of publishers are prospering by maintaining well-equipped departments that help the advertisers who need help, to make the most of the space they buy. And these service departments help solicitors to secure orders for pages and double-pages where without the publishers' aid on copy and plans the advertiser would be in-

BRISTOL, VA.—TENN.

is a town of 18,000 inhabitants, located on the Virginia and Tennessee State line, midway between Roanoke (Va.) and Knoxville (Tenn.). The town itself not only is an up-to-date community in every respect, with modern schools, street car lines, etc., but is also the center of a large and prosperous manufacturing and distributing district.

Three good papers, *The News* (evening), *The Herald-Courier* (semi-weekly) and *The Herald-Courier* (daily and Sunday), all published by the Bristol Publishing Corporation, are the only newspapers issued in this town. They are distinctly metropolitan in character—well edited, of excellent typographical appearance, and have a complete telegraphic service. With a combined circulation of 9,700 copies a day, they reach practically every home in Bristol and the adjacent sections.

No other newspaper in the country covers as large a territory so exclusively as do Bristol's three papers cover this territory.

Send for a copy of "Truth," a booklet of facts that may surprise you.

THE BRISTOL PUBLISHING CORP.

FRANK LEAKE, Manager
Bristol, Va.-Tenn.

Foreign Representatives
New York—Payne & Young—Chicago

I WANT A JOB

But I do not want a little "Position" at the End of a String. Nor a Sinecure. Nor a Cinch. I want a Job that needs such a man as I—a Job where there is a Chance to Make Things Grow, and to Grow along with them.

It would necessarily be that of Sales Manager, or Advertising Manager—or both in Combination, which is how I am fixed at present.

The Experience I can bring to such work is Varied and Valuable. And the other Necessary qualifications are present: Inventiveness in Planning, Ability in dealing with Men as well as Details, Initiative and Finishing Capacity. Also Discretion. The Financial End must be Right to Start with, and show a Future Worth While.

Will the Concern that needs a man who can give this sort of Service, write me?

P. F., care PRINTERS' INK.

WANTED

**A1 Copy Writer
for California**

Live man with agency experience who can turn out forceful creative copy, with little supervision.

Good present and bright future for right man—with leading agency in West—in most delightful and prosperous city in America.

No novices or apprentices. Send samples and full information.

NEWITT ADVERTISING CO.

314 West First Street,
Los Angeles, Cal.

The German Weekly of National
Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 143,054. Rate 35c.

ADVERTISERS!

**Are You Reaching These 1,500,000
Prosperous New Yorkers?**

Mayor Gaynor's statement made soon after his election that "More than 30% of the total population of New York City and vicinity are Germans" is based on statistical facts.

The Germans are known to be the most desirable and prosperous American citizens.

Yet their predilection for the Fatherland's customs prevents Advertisers from reaching them through other mediums than those printed in their own language, as—no matter how long they have been in this country—they continue to prefer the use of the German language in speaking and in reading.

THE N. Y. GERMAN HEROLD
(daily Evening)

THE NEW YORKER ZEITUNG
(daily Morning)

THE NEW YORKER REVUE
(Sunday)

the widely circulated and most popular newspapers printed in the German language will, however, put you in touch with them. They can deliver your advertising to a greater number of these prosperous homes than any other medium.

If you desire further information or Rates kindly address

Advertising Dept.,

GERMAN HEROLD BUILDING,

24 North William St. New York City.

clined to use only a small card or possibly not even that.

Service work in publishers' offices is already a first-class field for the versatile, energetic young man cutting his spurs in advertising. The advertisers he serves are for the most part those that the advertising agencies have no dealings with, so he has a clear field. The experience is broadening and an excellent preparation for big-agency employment if that be the end aimed at. The Schoolmaster happens to know that at this time there are scores of publishers willing to open service departments if they could get into touch with men of the right sort.

* * *

Many young men entering the advertising field seem to shrink from soliciting jobs. And yet the truth is that nothing is likely to be more helpful to a young man than to do a work that brings out the salesman ability. The Schoolmaster, early in his experience, had a fair amount of soliciting to do. At first it was literally painful, but it grew easier, and in after years the experience proved to be exceedingly valuable.

* * *

Some time ago an Eastern newspaper printed the price of a bed as \$1.75 instead of \$11.75. The advertiser was much worried over the trouble the mistake might cause, and the publisher was trembling to think how much the blunder might cost him. Strange to say, nobody inquired for the bed in question. The publisher says that the mistake was so obvious that readers realized that the price was wrong and did not attempt to take advantage of the store. Some unkind advertising man suggested that the incident proved that the newspaper has no pulling power. The mystery remained unsolved at last reports.

* * *

"Why don't you try the W—?" said an agency man to a mail-order advertiser recently.

"Tried it, and it didn't pay," was the reply.

"Is that so? What were the results?"

"Spent \$80 and sold a total of only about \$80 worth of goods to twenty people."

"All new customers?"

"Yes."

"About how much does the average new customer buy from you in the course of a year or so after you get your catalogue in her hands?"

"Well, I didn't figure it out that way," replied the advertiser, "but I suppose a new customer would be worth at least \$50 in sales."

"You say there were twenty purchasers; at \$50 each you will eventually sell \$1,000 worth of goods, even if they don't speak to their friends about you. Is \$1,000 in sales so very bad for \$80?"

And the mail-order man admitted that after all advertising expense of eight per cent was within his limit. He was like a great many advertisers in underestimating the future worth of a new customer provided the new customer is treated well and held.

IN MEMORY OF CAPT. DRISLER.

At a meeting of the advertising fraternity of New York, held January 21, to take action relative to the death on January 17 of Capt. Henry Drisler, who for many years was connected with the publishing house of Harper Brothers as advertising manager, resolutions were adopted expressing a sense of the loss to the profession of advertising of Capt. Drisler as "A man of sterling integrity and a leader of unquestioned ability, whose quiet, unassuming dignity in the performance of his duties to his publishers and associates marked him as of loyal purpose and faithful friendships."

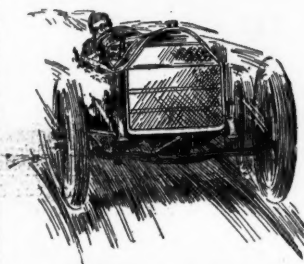
The committee in charge had the resolutions handsomely engrossed on illuminated parchment, bound in leather, and presented to the family.

The LEONARD COIN MAILER Safe Sure Simple

are profit makers because they afford an easy and safe way to send money back to you. Used by leading publishers and mail order houses because they pay.

Sample dozen 10c, postpaid; 100 for 75c, postpaid; 1000 with any printing, \$3.25; \$54 \$10.00. F. O. B. Detroit.

The Detroit Coin Wrapper Co.
209 Harper Avenue Detroit



FIRST In the Automobile and Accessory Fields are

THE AUTOMOBILE and MOTOR AGE

The greatest non-duplicating single Power for Business in the Automobile Field—

Proved by our subscription lists which are open to inspection. These weekly publications are subscribed to by the cream of car owners and dealers in the United States.

Combined Circulation over
38,000 Weekly

Write for rates and full information.

THE CLASS JOURNAL CO.

231-241 W. 39th St.,
New York

100 Michigan Ave.,
Chicago

Supreme in Its Field

The Arizona Republican

Published at Phoenix, Arizona. Carries twice as much foreign advertising as any other paper in Arizona.

Leonard & Lewis
Eastern Representatives
New York City
Allen & Ward
Western Representatives
Chicago, Ill.

JOSEPH M. LEVY
Advertising Manager
Rate Card on Application

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

IF YOU DO IT RIGHT advertising pays. It's an expensive proposition otherwise. Most men can't afford to be without the advice of those who know the game. You can look for bigger results if you have your work done by **THE ADVERTISING TEAM, Box 47, care of Printers' Ink, Chicago.**

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

"CUBA OPPORTUNITIES"—the only monthly on the Island published in both Spanish and English. Circulates on every sugar-estate, tobacco plantation; is read by planters, fruit growers and truckmen, the rich producers and larger consumers of American goods. Subscription, \$1 per annum, 2 years \$1.50. L. Maclean Beers, Editor, Box 1078, Havana.

AD WRITER

German and French Ads and Direct Literature. Let me boost your export business or American sales among the liberal buyers speaking those languages. Layout, copy, correspondence. Part or whole campaign. Reasonable fee. **"SPECIALIST,"** care of Printers' Ink.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

8¢ Posts R.I.
Listed and Guaranteed Showing, Good Locations
Mostly individual boards. Write for open dates
Standish Adv. Agency, Providence, R.I.

BUSINESS OPPORTUNITIES

ANY ADVERTISER married to "Humdrum," usually regards my work as a deliberate insult to his "Wife." **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia, Pa.**

PROPRIETARY MEDICINE BUSINESS to lease or place on royalty, established over 25 years, trade in East and Middle West. Over 5,000 retailers and 100 jobbers. Well rated; no incumbency. Proprietor wishes to retire from active business. Only replies from responsible firms considered; no agents. **P. P., Printers Ink.**

DO YOU KNOW

of a small but meritorious manufactured article that could be sold entirely by mail? One that with proper advertising could be sold for 25c. or less (preferably less). Would like to hear from manufacturers or wholesale jobbers. No trash, schemes or remedies. **Box 100, Vestal, New York.**

WANTED A BUSINESS

We will consider buying outright a small or medium business manufacturing some good household article, toilet article, or food specialty of general use and liberal consumption. Prefer something already established but that is now restricted on account of lack of capital. Would also consider buying a good idea, plan or formula from which such a business could be developed. Replies treated in strict confidence. State full particulars. Address, **M. C., care of Printers' Ink.**

FOR SALE

FOR SALE—2 MONOTYPE KEYBOARDS and CASTERS—Bargain for prompt sale—easy terms to responsible buyer. **Box 37, care of Printers' Ink.**

HELP WANTED

WANTED—First class Ad solicitors for a Catholic Year Book. Easy work; liberal commission. **S. J. Y., care of Printers' Ink.**

ACCOUNTANT

First class, to take charge office large Printing Plant—state age, experience and salary expected. **"PRINTER,"** Box 101, care Printers' Ink.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

WANTED a good, young printer of ability, one who has had experience in job work, to take charge of a small printing plant that gets out advertising for their own private use. Must do press work, as well as setting type and arranging matter. Presses will be new and electrically operated. The printed matter will be mostly small circulars and flyers. Man must be temperate, of correct habits, and able to furnish references. No boozers need apply. Here is a good chance for a good man. "C. A. D.," care of Printers' Ink.

WANTED—A man of character, education and initiative to direct a field campaign of personal solicitation for subscriptions for a business weekly of the highest class. To appoint successful agents in various States his judgment of men must be correct. He must be himself a forceful, convincing talker; a man of ideas and with ability to carry them out. He will have back of him an organization able and willing to conduct an aggressive campaign. His part will be to manage and direct a field force of his selection. Give previous experience and references. Address, Box 766, care Printers' Ink.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

LABELS

3,000 Gummed Labels, \$1.00
Size, 1x2 inches, printed to order and postpaid. Send for Catalogue
Fenton Label Co., Phila., Pa.

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PUBLISHING—Established London Firm desire Agencies for the United Kingdom, Weeklies, Monthlies, Novelties. Good References. For terms and particulars write **THE GOOD STORIES PUBLISHING CO., Ltd.**, 1 & 2 Plough Court, Fetter Lane, London.

NEWSPAPERS WANTED

MOST large advertising appropriations are placed through Chicago agencies. Representation will get your share. Have well-established office and active soliciting staff. Address **Box H.**, care Printers' Ink Chicago Office.

POSITIONS WANTED

EXPERIENCED advertising man desires connection with Magazine or Newspaper publisher. All references. **Box 977**, care Printers' Ink.

ADVERTISING Manager experienced in Trade Paper work desires position. Best of references. "L," care of Printers' Ink.

Highest class advertising copy: ideas for campaigns, business slogans and speeches written. **E. NOCTON AGENCY**, York, Pa.

ADVERTISING MAN of proven ability and integrity, at present employed, seeks position of more responsibility. Permanent location and good future important. Address, "ENERGETIC," care of Printers' Ink.

COPY MAN and ARTIST, does good work in line and wash, wants position. Will work on trial, start at \$40 per week, advance on merit. "I. A.," care of Printers' Ink.

WIDEAWAKE Stenographer and office man (24) wants position with an agency. Is a hard worker and well drilled in the habits of accuracy and self-reliance. Has had some advertising experience. **Box 811**, care of Printers' Ink.

ADVERTISING MANAGER large firm seeks change. American, 35, 14 years experience soliciting, writing, placing advertising. Chance for live publication or manufacturer anywhere in North America. Address "BOOSTER," care Printers' Ink.

I WANT A POSITION AS ASSISTANT ADVERTISING MANAGER. I am 26, married, and have 10 years clean business record; can write strong copy and display effectively. Short on practical experience but long on ability. Moderate salary with good prospects of advancement. "A.," Printers' Ink.

TECHNICAL EDITOR

at present in charge of two leading technical periodicals, with complete newspaper, editorial and magazine experience, would consider a proposition from publishers; he is a man of ideas, resource and method and has a clean, successful record as a builder and organizer of magazine properties. "L. D.," care of Printers' Ink.

BRITISH SOUTH AFRICA

A GROWING MARKET

Advertiser would be glad to hear from firms interested in the above or wishing to be represented there. Probably leaving middle of April. Address "ZUIDAFRIKANDER," care of Printers' Ink.

EXPERIENCED ADVERTISING MAN desires to make a change. Competent to take charge of a Department of Publicity, design attractive machinery trade journal advertising, catalogue, booklet, leaflets, and follow-up-work letters; also devises sales plans that are effectual in increasing output and profits. Thoroughly familiar with printers' and artists' requirements. Address, "NEEDAMAN,"—Printers' Ink.

At Your Own Price

Copy writer with agency, department store, mfg. and practical printing experience. Original ideas in suggesting illustrations. Age 26, married recently. Require an immediate opening—that's what the "own price" proposition is for. Name a salary you can afford to pay without involving me in long distance interviews and long-winded correspondence. Write "C," care of Printers' Ink.

SPANISH AMERICAN (native of Havana), wishes to form connection with house exporting to Cuba, Mexico or South America. Knows every inch of Cuba and Porto Rico, well acquainted with drug trade, and is experienced in medical and drug specialty lines. Age 30, single, well educated, speaks and writes English fluently. Well recommended for integrity and business ability. Reasonable salary acceptable if position offers good future. **Box 376**, care of Printers' Ink.

Assistant to Sales Manager!

That is the job I want—that or one similar that will bring me in close touch with the work of a capable sales manager of a company having a well developed sales department. My fitness for such a place cannot be questioned. I have held executive positions, been a traveling salesman, manager, etc. I can make myself valuable to the right party. Write me. Box 755, care of Printers' Ink.

Having sold my interest in the

Fowler & Simpson Advertising Agency, I am open for a connection with a reliable agency,—a responsible firm as advertising manager—or as representative of a good magazine or trade paper. Have a thorough knowledge of publicity and direct advertising, printing, engraving and art work. Wide acquaintance among advertisers and advertising men. WALTER G. FOWLER, 1906 East 84th Street, Cleveland, Ohio.

ADVERTISING MANAGER and WRITER WANTS PART TIME ENGAGEMENT

Has splendid reputation for good work, also practical selling experience. Could represent Western interests in the East. Box "I," care of Printers' Ink.

Mail Order Advertising Man

Six years' experience with large Chicago mail order house. Expert practical knowledge of printing, lithography, illustrating, engraving, paper, etc. Strikingly original layout man and catalog compiler. Writer of sensible and forceful copy. Experienced in newspaper advertising, billboards, booklets, catalogs, follow up letters. Twelve years' experience. Now advertising manager for large mail order house. Write me now. Will answer fully and concisely. Address "MAIL ORDER," care of Printers' Ink.

ADVERTISING MAN DESIRES TO MAKE CHANGE

Position wanted by Advertising man of unusual experience, whose efficiency will measure up to the requirements of a broad gauged, progressive concern. Desire to connect services permanently with first class wholesale house, manufacturer, department store, agency, newspaper, magazine, trade publication or large printing plant. Man of executive ability, with successful and clean cut record in field of advertising. Writer of forceful copy, experienced in outlining campaigns and a producer of effective business literature. Married man; good habits; best of references. Address, "MAKE GOOD," care of Printers' Ink.

Do You Need an Advertising Man or an Editor?

Began on country daily as writer, then editor; copyreader and writer for New York and Philadelphia newspapers; writer of the John Wana-maker and Gimble Brothers' periodical openings; now editor and editorial writer in city of 60,000; contributor to magazines under own signature; maker of house organs; expert advertisement and letter writer; good habits; no danger of losing present position, but who desires a change at a modest salary, editorial or advertising field. Salary to be forfeited for misrepresentation or failure to make a success. Forty years young. Address Box 222, care of Printers' Ink.

CIRCULATION MAN with record of results, eighteen years' practical experience, wants position. A trial will convince you and keep him. Address, "TRIAL MAN," care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N.Y.

PUBLICATIONS WANTED

PUBLISHER'S representative with well-established Chicago office and corps of active solicitors, wants two more publications. Address Box 97, care Printers' Ink Chicago office.

Order Now

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. The number of

1911 Bound Volumes

will be limited, so order yours in advance. \$2 each. Complete set of 4 vols. for year, \$8.

Printers' Ink

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1920, 22,616. Best advertising medium in Alabama.

Montgomery, Advertiser, net average Dec., 1910, 18,136 dy; 24,305 Sun. Guarantees dy. 3 times, Sun. 4 times the net paid circulation of any other Montgomery newspaper.

Montgomery, Journal, dy. Aver. 1909, 107,470. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

13- This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for Dec., 1910, sworn, 13,851. You can cover Bridgeport by using Telegram only. Rate 1 1/2 c. per line flat.

Meriden, Journal, evening. Actual average for 1909, 7,739; average for 1910, 7,801.

Meriden, Morning Record & Republican. Daily aver. 1909, 7,739; 1910, 7,873.

New Haven, Evening Register, daily. Aver. for 1910 (sworn) 19,086 daily 2c.; Sunday, 14,763, 5c.

New London, Day, ev'g. Average 1910, 6,892. Makes New London a one paper city.

New Haven, Union. Average circulation 1910, 17,367.

Norwalk, Evening Hour. Average circulation 1910, 3,827. Carries half page of wants.

Waterbury, Republican. Examined by A. A. regularly. 1910, Daily, 7,317; Sunday, 7,730.

FLORIDA

Jacksonville, Metropolis, Dy. '10, 13,701; Dec., '10, 4,689. E. Katz Sp. A. A., N. Y. and Chicago.

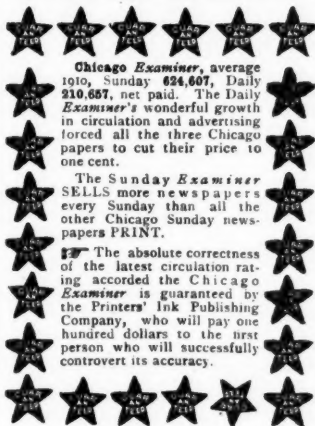
ILLINOIS

Champaign, News. Leading paper in field. Average year 1910, 8,154.

Joliet, Herald, evening and Sunday morning. Average for 1910, 7,551.

Peoria, Evening Star. Circulation for 1910, 31,143.

Sterling, Evening Gazette, average circulation for 1909, 4,409; 1909, 8,123; 1910, 8,144.



Chicago Examiner, average 1910, Sunday 624,607, Daily 210,667, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

13- The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, Tribune. Sworn average 1910, 11,786. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1910, 9,404. "All paid in advance."

Dubuque, Times-Journal, morn. and eve. "Pd. in advance July 20, 1910; dy. 9,023; Sun. 11,826.

Washington, Eve. Journal. Only daily in county. 1,913 subscribers. All good people.

Waterloo, Evening Courier, 53rd year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. Average 1910, 6,919. "When you advertise in Lexington Herald, you cover Central Kentucky."

Louisville, The Times, evening daily, average for 1910 net paid 48,834.

MAINE

Augusta, Kennebec Journal, daily average 1910, 9,319. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1910, daily 10,199.

Lewiston, Sun. Daily average 1910, 5,440. Last 3 months of 1910, are 5,847.

Portland, Evening Express. Average for 1910, daily 16,936. Sunday Telegram, 11,266.

MARYLAND

Baltimore, American. Daily aver. 1st 6 mos., '10, 79,394; Sun., 102,476. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1910, **\$2,405**. For Feb., 1911, **\$1,765**.



The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (C). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy)

1910, **183,720**—Dec. av., **185,543**.

Sunday

1910, **321,878**—Dec. av., **330,717**.

Advertising Totals: 1910, **7,923,108** lines

Gain, 1910, **586,831** lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest February of the *Boston Post*. Circulation averages: *Daily Post*, **328,849**, gain of **41,115** copies per day over February, 1910. *Sunday Post*, **800,098**, gain of **39,127** copies per Sunday over February, 1910.

Human Life. The Magazine About People. Guarantees and proves over **160,000** copies monthly. *Lawrence, Telegram*, evening, 1910 av. **3,543**. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, **16,396**; 1909, **16,839**; 1910, **16,843**. Two cents. Lynn's family paper. Covers field thoroughly. **Salem, Evening News.** Actual daily average for 1910, **18,763**.

Worcester, Gazette, evening. Av. '10, **17,502**. The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation **80,000**.

★ **Jackson, Patriot.** Aver. year, 1910, daily **10,720**, Sunday **11,619**. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), **23,804**.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, **105,350**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



CIRCULATION



by Printers' Ink Publishing Company

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, **91,260**. Average circulation of Sunday *Tribune* for same period, **81,523**.



Minneapolis, Journal, Daily and Sunday (C). In 1910 average daily circulation evening only, **77,348**. In 1910 average Sunday circulation, **80,655**. Daily average circulation for Feb., 1911, evening only, **78,840**. Average Sunday circulation for Feb., 1911, **82,992**. (Jan. 1, 1908, subscription rates were raised from \$4.00 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.)

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. Av. 1910, **66,130**. A.A.A.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, **128,109**.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly. **140,221** for year ending Dec. 31, 1910.

Lincoln, Free Press, weekly. Average year ending Dec. 31, 1910, **141,048**.

Lincoln, The Weekly Enterpriser. Only Socialist paper in State. Sworn average, Jan. 1st, 1910 to Feb. 18th, 1911, **6,326**. Reaches the farmers,

NEW JERSEY

Camden, Post-Telegram. 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Ave. 1c—'07, **20,370**; '08, **21,326**; 2c—'09, **19,062**; March, '10, **20,363**.

NEW YORK

Albany, Evening Journal. Daily average for 1910, **17,759**. It's the leading paper.

★ **The Brooklyn Standard Union**, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, **54,558**.

Buffalo, Courier, morn. Ave., '10 Sunday, **86,737**, daily, **46,284**; *Enquirer*, evening, **32,218**.

Buffalo, Evening News. Daily average for 1908, **94,032**; 1909, **94,307**; 1910, **94,232**.

Gloversville and Johnstown, N. Y. The Mining Herald. Daily average for 1910, **6,104**.

Newburgh, Daily News, evening. Average circulation entire year, 1909, **6,718**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

The Automobile and Motor Age. Largest Single non-duplicating power for business in the Automobile field. Class Journal Co., N. Y., Chicago. *Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1910, **7,658**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1910, **25,663** (C).

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1911, **6,416**; August, 1910 issue, **10,000**.

The World. Actual average, 1910, Morning, **362,108**. Evening, **411,320**. Sunday, **467,664**.

Poughkeepsie, Star, evening. Daily average year, 1910, **6,710**; last four mos. 1910, **6,187**.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average for 1910, 19,246. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 1910, 12,756. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 32,488; Sunday, 40,923.

Troy, Record. Av. circulation 1910, (A. M., 5,102; P. M., 17,667) 22,769. Only paper in city which has permitted A. A. examination, and made public thereport.

Utica, National Electrical Contractor, mo. Average for 1910, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1910, 16,487.

NORTH CAROLINA

Charlotte, News. Evening and Sunday. Aver., 1909, 7,346. Leads all evening papers in two Carolinas in circulation and advertising.

NORTH DAKOTA

Grand Forks, Normandean. Norwegian weekly. Actual average for 1910, 9,076.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For Feb., 1911, 87,238 daily; Sunday, 121,182.

Youngstown, Vindicator. D'y av., '09, 16,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, Oklahoman. Average Feb., 1911, daily, 34,396; Sunday, 40,177.

PENNSYLVANIA

Erie, Times, daily. 22,632 average, Feb., 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Johnstown, Tribune. Average for 12 mos. 1910, 13,228. Feb., 1911, 13,934. Only evening paper in Johnstown.

Philadelphia, Confectioners' Journal, mo. Average 1908, 8,517; 1909, 8,823; '10, 6,003 (©©).

Washington, Reporter and Observer, circulation average 1910, 12,596; Jan., '11, 12,621.

West Chester, Local News, daily. W. H. Hodgson. Aver. for 1910, 18,823. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; only daily in Luzerne County to permit A. A. examination this year. Examination showed 17,300 net for last six months, gain of 3,155 net in two years.

York, Dispatch and Daily. Average for 1910, 18,787.

RHODE ISLAND

Pawtucket Evening Times. Average circulation 12 mos. ending Dec. 31, '10, 19,828—sworn.

Providence, Daily Journal. Average for 1910, 22,788 (©©). Sunday, 30,771 (©©).

Evening Bulletin, 49,323 average 1910.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 6,423.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1909, 8,311. July, 1910, 6,964.

TEXAS

El Paso, Herald, year 1910, 11,351. Only El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Av. 1910, 6,625. Examined by A. A. A.

Burlington, Free Press. Daily average for 1910, 9,112. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus, d'y., av. 1910, 3,318. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, The Bee. Aver. Jan., 1911, 4,284; Feb., '11, 4,479. Largest circ't'n. Only eve. paper.

WASHINGTON

Seattle, The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 circ. of 64,741 daily, 84,303 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The Times carried in 1910, 12,328,918 lines, beating its nearest competitor by 2,701,284 lines.

Tacoma, Ledger. Average year 1910, daily, 18,967. Sunday, 27,348.

Tacoma, News. Average for year 1910, 19,212.

WISCONSIN

Janeville, Gazette. Daily average, Jan., 1911, daily 5,662; semi-weekly, 1,810.

Madison, State Journal, daily. Actual average for Jan., 1910, 5,960.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for 1910, 41,897. Average daily gain over 1909, 4,775. The Evening Wisconsin is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukee, The Milwaukee Journal, (eve.) Daily Av. circ. for 12 mos., 63,363. Daily Av. Feb., 1911, 64,007. Feb. gain over 1910, 1,136. Paid City Circulation double that of any other Milwaukee paper. No Premiums employed. Over 60% Milwaukee homes. Flat rate 7c. per line. C. D. Bertolet, Boyce Bldg., Chicago; J. F. Antisdel, 356 Fifth Avenue, N. Y. City.

Oshkosh, Northwestern, daily. Average for year 1910, 10,052. Examined by A. A. A.

Racine, Daily Journal. Dec., 1910, circulation, 5,517. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

Racine, Wis. Established. 1877. Actual weekly average for year ending Dec. 31, 1910, 41,827. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Av. erage for 1909, daily, 40,890; daily Jan., 1911, 50,707; weekly 1909, 27,080; Jan., 1911, 27,880.

Winnipeg, Der Nordwesten. Canada's National German weekly. Av. 1910, 18,484. Rates 56c. in.

QUEBEC, CAN.

Montreal, La Presse. Daily average for February, 1911, 102,593. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE Indianapolis *Star* is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1910 printed a total of 473,377 paid want ads, a gain of 19,413 over 1909, and 247,142 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN



by Printers' Ink Pub. Co.

THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ended Dec. 31, 1910, 2,513,483 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged—daily or Sunday.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Feb., 1911, amounted to 167,658 lines; the number of individual ads published were 22,419. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoma, Okla. City, 37,396. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—best results. Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (☉). Established 1821. Richest section in the prosperous South.

GEORGIA

Atlanta Constitution (☉). Now as always, the Quality Medium of Georgia.

ILLINOIS

Bakers' Helper (☉). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (☉). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (☉). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (☉).

Boston Evening Transcript (☉), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (☉). Not an organ, but the leading textile magazine. Worcester L'Opinion Publique (☉). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉).

NEW YORK

Brooklyn Eagle (☉) is THE advertising medium of Brooklyn.

Army and Navy Journal, (☉). First in its class in circulation, influence and prestige.

Century Magazine (☉). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (☉) established 1872. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

Engineering News (☉). Established 1874. The leading engineering paper in the world. At circulation over 17,500 weekly.

Engineering Record (☉). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 260 Broadway, New York City.

New York Herald (☉). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (☉). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. —Printers' Ink.

Scientific American (☉) has the largest circulation of any technical paper in the world.

The New York Times (☉) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (☉), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions Feb., 1911, sworn net average, Daily, 80,547; Sunday, 180,346.

THE PITTSBURG (☉) DISPATCH (☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☉), a conservative enterprising newspaper without a single rival.

TENNESSEE.

The Memphis Commercial Appeal (☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial Appeal passes both quality and quantity tests. Daily, over 33,000; Sunday, over 60,000; weekly, over 85,000.

WASHINGTON

The Seattle Times (☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (☉) and The Evening Mail. Circulation 15,700; First rate.

Business Going Out

Luce's Press Clipping Bureau, Boston, is using quarter-page copy in a few select mediums.

C. H. Stephenson, Lynn, Mass., is using quarter-page copy in a select list of magazines direct.

The Long-Critchfield Corporation, of Chicago, are placing 5000-line contracts for the Thos. B. Jeffrey Company, of Kenosha, Wis.

The Boston office of J. Walter Thompson Agency is sending out orders for the Stork Company, advertising Stork sheeting.

The Tome School for Boys of Port Deposit, Del., is using a list of standard magazines through the Geo. Batten Company, of New York.

The Makaroff Cigaret Company, Boston, is using page copy in a few magazines. This business is handled by James H. Kehler, Chicago, Ill.

Agricultural papers are being used for the advertising of the Lunt Moss Company, Boston. Contracts are placed by Wood, Putnam & Wood.

The Homer W. Hedge Company, of New York, are placing contracts of 100 lines three times in the east, to advertise Maillard's Chocolate.

Orders are being placed with a list of high-grade general mediums through the J. D. Bates Advertising Agency, Springfield, Mass., for Edward Miller & Co., Meriden, Conn.

The American Tobacco Company, of New York, is sending out copy to advertise the "Permit" cigar. Frank Seaman, Inc., of New York, is handling the account.

The Spafford Advertising Agency, John Hancock Bldg., Boston, is sending out orders to a few high-grade mediums for William Leavens & Co., manufacturers of furniture.

The Overland Automobile Company, of Toledo, O., is making large contracts with newspapers generally. This business is being handled by the Detroit office of the Chas. H. Fuller Company, of Chicago.

A. A. Vantine & Co., of New York, are using a few class publications through the Robert M. McMullen Co., of New York.

Frank Seaman, Inc., is making renewal contracts for the American Tobacco Company, where necessary.

A few additional contracts are being placed by the Wyckoff Advertising Company on the advertising of Cabot's Shingle Stain.

The Geo. Batten Co., of New York, is handling the advertising of the Chalmers Knitting Company.

More New England papers are being added to the list of Clysmyc Water, placed by the Ernest Goulston Agency, Kimball Bldg., Boston.

The Secor Typewriter Company, of Derby, Conn., is considering a trade-paper campaign through the Geo. Batten Company, of New York.

Mark Cross, of New York, is considering a list of newspapers through the Frank Presbrey Company, of New York. The plans call for full-page copy one time.

Estabrook & Eaton, of Boston, are advertising the Tasha Turkish Cigaret in a few newspapers. The account is handled by Hermon W. Stevens, Globe Bldg., Boston, Mass.

The Farrington Press, Beach street, Boston, is using daily newspapers with ten-inch copy for the W. S. Quinby Company, distributors of La Touraine Coffee.

The Geo. Batten Company, of New York, is planning a newspaper campaign to advertise the Cluquot Club ginger ale. Papers in New England, New York and Pennsylvania are being considered.

The R. J. Reynolds Company, of Winston-Salem, N. C., is sending out contracts to newspapers through N. W. Ayer & Son, of Philadelphia, to advertise "Stud" tobacco. Thirty-inch copy will be used eight times or more.

The Pabst Brewing Company, of Milwaukee, Wis., is making large contracts with newspapers generally through the Chas. H. Fuller Company, of Chicago.

The Siegfried Company, of New York, will hereafter place the advertising of Fleming & Co., Pennsylvania Bldg., Philadelphia. Financial advertising will be placed in newspapers and magazines.

The Hamburg-American Line, of New York, is asking rate cards direct.

The American Sports Publishing Company, of New York, is sending out copy for A. G. Spalding, of New York.

N. W. Ayer & Son, of Philadelphia, have secured an appropriation for advertising Hire's Condensed Milk.

C. E. Sherin & Co., of New York, are renewing contracts for the advertising of Duffy's Malt Whiskey, where needed.

The advertising of the "Beacon Shoe" is being handled by the George Batten Company, of New York.

The Vertex Oil Company, of New York, is sending out orders to sporting papers to advertise a new gun oil.

The Federal Advertising Agency is using newspapers for the American Safety Razor campaign.

The Siegfried Company, of New York, is placing copy in newspapers for the Two Boroughs Realty Investors' Corporation, of New York.

Jules P. Storm, of New York, is sending out additional copy to apply on the contracts of the Remington Typewriter Company.

In addition to the campaign in Boston for the Converse Rubber Company, other New England towns have been taken up. Contracts are placed for six inches, twice a week for six months, through H. E. Ayers & Co., Boston.

Some additional orders are being placed by the Morse International Agency for the Weir Stove Company, Taunton, Mass. Newspapers and magazines are used to advertise the Glenwood range.

The American Tobacco Company, of New York, is considering a list of general publications to advertise Egyptian Deities cigarettes. The business is being handled by Frank Seaman, Inc.

A large list of daily and weekly newspapers are receiving copy for the Emerson shoe advertising. This business is handled by the Boston office of the Wyckoff Advertising Company, and advertising is placed in the cities and towns where there are Emerson shoe dealers.

The advertising appropriation of the United States Gutta Percha Paint Company, Providence, R. I., will be handled by the Boston office of N. W. Ayer & Son. The campaign will be confined to very few mediums of large circulation, full-page copy being used. This agency is also handling the advertising of Stevens & Co., Providence, R. I., manufacturers of optical goods.

The Huntington Advertising Agency is sending out small copy for the Artistic Medal & Badge Company.

The Frank Presbrey Company are sending out copy to Southern papers to advertise Pinehurst.

J. Walter Thompson Company, of New York, is sending out copy for the Rainbow Dyes to a list of newspapers.

The Thomas McMullen Advertising Agency of New York is sending out orders for advertising the "2 in 1" shoe polish.

The Builders' Realty Company, of New York, is considering a list of newspapers. The appropriation will be handled by the Siegfried Company, of New York.

Additional publications are being added to the list of the Howard Dustless Duster Company, Boston. Women's publications and magazines are favored, and the business is placed direct.

The Geo. Batten Company, of New York, is sending out one-time orders for the Geneva Optical Company, of Rochester, N. Y., to advertise their binoculars.

The Standard Arms Company, of Wilmington, Del., is considering a list of sporting papers for their 1911 campaign. The appropriation will be handled by the J. H. Hartzell Company, of Philadelphia, Pa.

Extensive plans are being made by the Boston & Maine R. R. for spring advertising. The advertising of this road as well as that of the other New England railroads is handled by C. E. Farnsworth, South Station, Boston.

The Howard Watch Company, Waltham, Mass., is making plans for next year's advertising. A large list of general mediums is used through the George L. Dyer Agency, of New York.

The Hendee Mfg. Company, of Springfield, Mass., is using a list of standard magazines to advertise the Indian motorcycle. The Geo. Batten Company, of New York, is handling the account.

The Denholm & McKay Company, Worcester, Mass., one of New England's largest department stores, is offering \$150,000 worth of its seven per cent preferred stock in large newspaper announcements.

The Tenny Advertising Company, of Spokane, Wash., has secured an appropriation of \$5,000 to advertise a new irrigated fruit tract in the Spokane Valley, Wash. The project will be named "Larchmont." The appropriation is being placed in newspapers and farm journals.

Table of Contents

PRINTERS' INK

March 23, 1911

"Attention Value".....	Roy W. Johnson	3
Does the Fixed Appropriation Invite Advertising Failure?.....	Chas. A. Jones	8
Winning the Long Siege for More New England Advertising.....	Raymond W. Gage	10
Progressive New England Bank Advertising.....		13
The Advertising Value of Espousing Civic Causes in Ads.....	H. L. Allen	14
"Why We Advertised a \$20 Hat".....	Wallis Boileau	17
Gen. Mgr., Henry H. Roelofs & Co. (Hats), Philadelphia.		
New England Monuments to Advertising.....	Frederick W. Aldred	20
Adv. Mgr., B. H. Gladding Dry Goods Co., Providence, R. I.		
The Ins and Outs of Sampling—I.....	Charles W. Hurd	23
How Newspapers Sold Securities in New England.....		30
The Military School Advertising Problem.....	Lt. Col. T. D. Landon	34
Commandant, Bordentown Military Institute, Bordentown, N. J.		
Facts About the New England Market.....	H. D. Martin	40
The Big Secondhand Auto Problem.....	Henry H. Howser	44
Adv. Mgr., F. B. Stearns Automobile Co., Cleveland.		
The Abused "Slogan" and Its Proper Place.....	H. S. Snyder	46
Adv. Dept., Dixon Crucible Co., Jersey City.		
Making Sales Out of Inquiries.....	J. W. Binder	50
Formerly Sales Mgr., Columbia Dictaphone, New York.		
Developing the Sales Possibilities of an Article—II (Concluded)....	Hamilton Gibson	54
Mgr. Cereal Dept., Ralston Purina Mills, St. Louis.		
Educational Work for a Business School.....		56
"Turning the Corner" on a Hard Proposition.....	A. Rowden King	58
Of The Ethridge Company.		
Opposing Press-Agentry's New Flank Tactics.....	Kirke S. Pickett	67
The "Boost" Work Going On in New England.....	S. C. Lambert	73
Fitting the Advertising to the School.....		82
Advertising to Offset a Freight Handicap.....	Gold Williams	92
Mgr., Marquette Cement Mfg. Co., Chicago.		
A Piano Dealers' Primer of Free Advertising.....		96
Editorials		102
Progress and "Package-Madness"—The Circularizing Delusion—Neglected University Opportunities—A Book About New England.		
Resourcefulness in School Follow-Up.....	George B. Headley	106
The Little Schoolmaster's Classroom.....		112
Business Going Out.....		124



The Strong Arm of Business COLUMBIAN MAGAZINE

H. C. Daniels
New England Rep.
Barristers' Hall
Boston, Mass.

F. M. Raymond
Advertising Manager
1 Madison Avenue
New York

Hugh Kapp
Western Adv. Manager
Peoples Gas Building
Chicago

LARGEST FRENCH WEEKLY PAPER IN CANADA

Do You Realize the Remarkable Opportunities That Canada Offers You?

A population of 8,000,000 does not seem very large. But it is almost a million more than the United States had in 1810.

Montreal has a population of over 500,000. New York, in 1810, had only 9,356, and the largest city in the Union was Albany, with 96,375.

The population of the United States in 1820 was 9,633,922. The most conservative estimates, based on the immigration figures of the past ten years, indicate that Canada will have a population of at least 14,000,000 by 1920.

Doesn't this mean that you should get in strong now, and share in the great development that is taking place?

Over 2,220,000 people—more than one quarter of the total Canadian population—are French speaking. And they are right at your door—more accessible than any other part of the population of Canada, and more ready to do business with you.

They want your goods, you want their trade, and you can get it through the medium of *Canada's National French Newspaper*

LA PRESSE

MONTREAL, CANADA

Sworn daily average circulation for February, 1911, 102,595

United States Representative

W. J. Morton Company

Brunswick Bldg., New York
Hartford Bldg.,
Chicago

Editor
"Advertisers'
Bulletin,"
51 St. James St., Montreal.
Send "Bulletin" to

Name
Firm
Address

A small monthly magazine called the "Advertisers' Bulletin," supplying exactly the kind of information you want about Canadian business conditions and methods, and many valuable facts, figures, ideas, suggestions and other information, will be sent regularly, if you mail the attached coupon, filled in with your name and address. It will place you under no obligation of any kind and you will find the "Bulletin" useful and interesting. See coupon below.

CUT ALONG
DOTTED
LINE

CANADA'S NATIONAL FRENCH NEWSPAPER

100,000—Largest Daily Circulation in Canada Without Exception—100,000

100,000—Montreal's Greatest French Home Newspaper—100,000